



# Innovation Management: Strategy and Implementation using the Pentathlon Framework, Second Edition

By Keith Goffin, Rick Mitchell

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Managing innovation is a challenge in any organization and demands a wide range of skills. How can you judge whether your department or company is as innovative as it could be? And if it isn't, what can you do and where do you start?

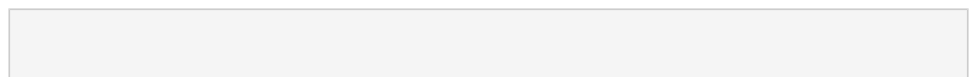
*Innovation Management* begins by separating innovation into five interlocking topics: The Innovation Pentathlon. Using this framework, the authors present the best insights from theory and practice for each topic, together with a variety of tools that can be used to boost performance. Students will value the clear coverage of the academic background and managers will benefit from the 75 case studies that illustrate real-world outcomes.

Key Features include:

- Complete and authoritative coverage of the academic background
- Easy-to-follow structure based on The Innovation Pentathlon
- Indispensable practical tools and examples
- Illustrated with 75 case studies from international organizations, covering both service and manufacturing issues
- Web site with additional material for teachers and students
- Equal emphasis given to service and manufacturing organizations throughout.

With up-to-date case studies and the tools necessary to improve performance, *Innovation Management* is a must for business administration students and managers.

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- Sales Rank: #1587173 in Books
- Published on: 2010-03-15
- Released on: 2010-03-15
- Original language: English
- Number of items: 1
- Dimensions: 8.54" h x .95" w x 6.16" l, 1.40 pounds
- Binding: Paperback
- 416 pages

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## **Editorial Review**

### **Review**

"Innovation is one of the most challenging aspects of management to comprehend and put into practice. Goffin and Mitchell do an admirable job of assembling an arsenal of strategic tools within a comprehensive framework to help both students and practitioners of innovation. This book is the achievement of a delicate balancing act between depth and breadth that will ensure its place on the bookshelves of MBA students and managers alike." —Peter Erdélyi, Senior Lecturer in Strategy and Marketing, Bournemouth University, UK

### **Review**

This book is an excellent foundation for an Innovation Management course in any MBA or Executive program. It gives that important executive and management perspective beyond and above the individual project by a complete managerial framework together with numerous enlightening cases.' - **Christer Karlsson, Professor of Innovation and Operations Management, Copenhagen Business School, Denmark, Founder and chairman of the International Product Development Management Conference**

'Goffin and Mitchell display a thorough knowledge of the academic literature on innovation, but remain refreshingly close to the practical issues and problems of innovation management. Packed with cases, short and long, this book teaches students that there are no simple recipes for success, but there are many lessons learnt and many useful tools to help the practitioner along.' - **Ben Dankbaar, Professor of Innovation Management, Radboud University Nijmegen**

'Innovation is one of the most challenging aspects of management to comprehend and put into practice. Goffin and Mitchell do an admirable job of assembling an arsenal of strategic tools within a comprehensive framework to help both students and practitioners of innovation. This book is the achievement of a delicate balancing act between depth and breadth that will ensure its place on the bookshelves of MBA students and managers alike.' -

**Peter Erdélyi, Senior Lecturer in Strategy and Marketing, Bournemouth University, UK**

'This is a timely update of a key text in the discourse of innovation management. As the scope of the subject area is under a range of differing pressures?with the need to refine and redefine innovation in turbulent economic times; with other subject areas impacting upon the area (notably, for me and my students, the concept of design-driven innovation)?Goffin and Mitchell have shown that they are cognisant of such pressures and can subject their ideas themselves to innovation. A book which not only reappraises Innovation Management for a contemporary audience, but offers directions for its further evolution.' - **Dr Jamie Brassett, MA Course Director& Subject Leader, Innovation Management, The Innovation Centre, Central Saint Martins College of Art& Design, London, UK**

'Today's businesses operate in a world that is changing faster than leaders can predict, where it has become unclear whether innovation is driving change or change is driving innovation; where life itself is subject to innovation by consumers seeking personalized offerings designed to match their dynamic

**lifestyles. In fact, in a world where innovation itself is in need of innovation.**

**Goffin and Mitchell have set about this task with a focused rigour that accommodates the needs of both the manufacturing and service sectors as they continue to develop the science behind the art of innovation.'** - Ian Scarth, Professor of Food and Beverage Management, Ecole Hôtelière de Lausanne, Switzerland

'This second edition is brought up to date and it has better looks. The additional cases make it even better suited for innovation or business administration students and practicing managers will find inspiration in the cases too.' - **L.J. Lekkerkerk MSc, senior lecturer Innovation management and Organisation design, at Radboud University Nijmegen, The Netherlands.**

From the Back Cover

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**From reader reviews:**

**Belinda Timmer:**

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