



Not Invented Here: Cross-Industry Innovation

By Ramon Vullings, Marc Heleven

BIS Publishers B.V. Paperback. Condition: new. BRAND NEW, Not Invented Here: Cross-Industry Innovation, Ramon Vullings, Marc Heleven, When Gutenberg was asked how he arrived at the invention of the printing press, he confessed it was as simple as seeing a new connection between two existing products: the wine press and the coin punch. BMW iDrive navigation knob in the car is transferred from the game industry into automotive, Nike Shox is based upon the shock breakers from the Formula 1 racing and hospitals look at airlines to learn about safety checklists. Today innovation is seen as one of the main driving forces for growth, development and protability. The problem is that in many cases innovation is a technical extrapolation of the current situation. Incremental improvement is good, yet it is not enough to gain a real competitive advantage or to and a game changing way of working. Drawing analogies beyond the borders of one's own industry can open up interesting new perspectives and be a significant source of major innovative steps. Cross industry innovation refers to innovation that comes about by applying cross industry analogies and by transferring approaches from one industry to another. Just like Gutenberg did. This inspirational,...



[READ ONLINE](#)
[4.95 MB]

Reviews

It is an remarkable ebook which i have possibly read. It really is packed with wisdom and knowledge Its been printed in an extremely easy way which is only after i finished reading through this pdf by which really altered me, alter the way i believe.

-- Dr. Nikolas Mayer

The ebook is fantastic and great. I am quite late in start reading this one, but better then never. Your life period will probably be convert as soon as you comprehensive reading this ebook.

-- Dr. Albertha Hoppe