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Using examples from a wide range of companies such as Pfizer, Index Ventures, Lonza, Go Travel, Prehype, DSM, and others, Innovation as Usual lights the way toward embedding creativity in the DNA of the workplace. So cancel that off-site. Instead, read Innovation as Usual—and put innovation at the core of your business.

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□ Innovation as Usual □ lights the way toward embedding creativity in the DNA of the workplace where regular employees in make innovation happen in a way that's both systemic and sustainable.

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In short, this book is about getting to a state of □innovation as usual,□ where regular employees□in jobs like finance, marketing, sales, or operations□make innovation happen in a way that's both systemic and sustainable. Instead of organizing brainstorming sessions, idea jams, and off-sites that rarely result in success, leaders should guide their people in what the authors call the ...

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Frans Johansson, CEO, The Medici Group; author, The Medici Effect and The Click Moment □ □The authors challenge the notion that innovation cannot happen as part of every leader's day-to-day responsibilities.

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