



# Thinkers 50 Innovation: Breakthrough Thinking to Take Your Business to the Next Level

*Stuart Crainer, Des Dearlove*

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**The World's Leading Business Minds on Today's Most Critical Challenges**

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Innovation used to separate extraordinary companies from average companies. Today, it's making the difference between those that succeed and those that outright fail. Business leaders have no choice: innovate or die.

Stuart Crainer and Des Dearlove, creators of Thinkers50, bring you the very latest thinking on the subject of business innovation. Citing the ideas and insights of the world's leading thinkers and business practitioners, the authors present a guide to business innovation that will put you ahead of the competition. Chapters include:

- Disruptive Innovation
- Co-creating the Future
- Opening Up Innovation
- Innovating Management
- Leading Innovation
- Where Innovation Meets Strategy
- Where Innovation Meets Society

Each book in the Thinkers50 series provides authoritative explanations of the concepts, ideas, and practices that are making a difference today, including specific examples and cases drawn from the original sources. "Innovation is where the worlds of business and creativity meet to create new value," Crainer and Dearlove write.

Today's customers are more demanding than ever. They want the best, coolest, most advanced product available. If you don't deliver it, your competitor will. Read *Thinkers50 Innovation* and learn how to apply the best ideas from the brightest minds in business innovation.

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