



Blue Sky Innovation: Killer Innovations That Changed The World of Business

Sivapalan Vivekarajah

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The objective of this book is to drive home a single important point: In the new world of business and competition everyone has to focus on more than just product and technology innovation. As an Entrepreneur, innovator, manager, government administrator, Chief Executive Officer or Chief Whatever Officer; if you continue to do what 90% of companies are doing today, your chances of success are slim and even if you have a leading position it will not last forever if you do not start thinking about and implementing Blue Sky Innovation.

R&D and product and technology innovation are important but that alone is not sufficient to create long-term success. To be truly successful you also need to innovate other aspects of the business but you can only do this if you know what other forms of innovation exist.

Blue Sky Innovations include innovations in different areas such as business model, operational, resource, customer, market and disruptive innovations, areas of innovation not normally considered for innovation by most companies or Entrepreneurs.

From Apple's iPhone to IKEA to Salesforce, the best companies have mastered the art of Blue Sky business innovations and are the leaders in their field. You too can innovate like these companies and this book shows you how.

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