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"The Ten Faces of Innovation is a book about innovation with a human face. It's about the individuals and teams that fuel innovation inside great organizations. Because all great movements are ultimately human-powered, the innovation personas described in this book each bring its own lever, its own tools, its own skills, its own point of view.

Filled with engaging stories of how companies such as Kraft, Samsung, and Procter & Gamble have incorporated IDEO's thinking to transform the customer experience, The Ten Faces of Innovation is an extraordinary guide to nurturing and sustaining a culture of continuous innovation and renewal. Learn more about the book at tenfacesofinnovation.com.

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Forlagets resumé af The Ten Faces Of Innovation The author of the bestselling The Art of Innovation reveals the strategies IDEO, the world-famous design firm, uses to foster innovative thinking...

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These are just a few of the roles that Tom Kelley, author of the bestselling Art of Innovation, suggests that people can play in an organization to foster innovation and new ideas—and fend off creativity-stifling naysayers. Inspired by the roles that Tom has seen emerge at IDEO, the leading design firm where Kelley is general manager, The Ten Faces of Innovation is filled with engaging stories of how businesses have used innovation and design thinking to transform customer experience.

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In The Ten Faces of Innovation Tom Kelley explains how to do it. Kelley, author of bestselling The Art of Innovation, reveals the strategies that his world-famous design firm IDEO uses to foster original thinking and overcome naysayers who stifle creativity. For Kelley, innovation is all about individuals and teams.

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