

Beyond The Idea: How To Execute Innovation In Any Organization By Vijay Govindarajan

By Vijay Govindarajan

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image courtesy of firelknott via flickr. A great idea can be hard won or emerge in a moment. But the idea isn't the end of the journey, it's only the beginning.

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which introduced the idea of reverse innovation Innovation, HBR Press, April 2016; Beyond The Idea: How to Execute Innovation in Any Organization, St

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VIJAY GOVINDARAJAN (VG) is the Earl C. Daum 1924 Professor of International Business at Tuck at Dartmouth. In the latest global ranking of management thinkers, VG

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