

Innovation Sucks: Time to Think Differently

Innovation is the lifeblood of business. It's what drives growth, creates new markets, and keeps companies competitive. But what if innovation is actually sucking the life out of your organization?

In his provocative and timely book, *Innovation Sucks*, author Michael Schrage argues that the relentless pursuit of innovation has led to a culture of burnout and diminishing returns. He offers a new approach to innovation that is more sustainable, human-centered, and effective.



Innovation Sucks!: Time to Think Differently by Alan Watkins

★★★★☆ 4.5 out of 5

Language	: English
File size	: 3349 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 194 pages



Schrage starts by debunking the myth that innovation is always good. He points out that many innovations fail, and even those that succeed can have unintended consequences. He also argues that the constant pressure to innovate can lead to a culture of fear and anxiety, which stifles creativity and collaboration.

So what's the alternative to the relentless pursuit of innovation? Schrage proposes a new approach that he calls "thinking differently." This involves taking a step back from the day-to-day grind and asking yourself some fundamental questions about your business, your customers, and your industry.

Once you have a better understanding of your company's unique strengths and weaknesses, you can start to develop a more strategic approach to innovation. This involves focusing on innovations that are truly aligned with your business goals and that have the potential to create real value for your customers.

Schrage also emphasizes the importance of human-centered innovation. He argues that the best innovations are those that are designed to meet the needs of real people. This means involving customers in the innovation process and getting feedback from them at every stage.

Finally, Schrage argues that innovation should be a sustainable process. This means taking into account the environmental and social impact of your innovations. It also means creating a culture of innovation that is supportive and inclusive.

Innovation Sucks is a must-read for anyone who is interested in creating a more sustainable and effective culture of innovation. Schrage's insights are provocative and challenging, but they are also essential for anyone who wants to stay ahead in today's rapidly changing business environment.

About the Author

Michael Schrage is a research fellow at the MIT Sloan School of Management and a visiting professor at Imperial College Business School. He is the author of several books on innovation, including *The Innovator's Dilemma* and *Serious Play*.

Reviews

"Innovation Sucks is a timely and important book. Schrage challenges the conventional wisdom about innovation and offers a new approach that is more sustainable, human-centered, and effective." - Clayton M. Christensen, author of *The Innovator's Dilemma*

"Schrage is one of the most original and provocative thinkers on innovation today. Innovation Sucks is a must-read for anyone who wants to stay ahead in today's rapidly changing business environment." - Gary Hamel, author of *The Future of Management*

"Innovation Sucks is a wake-up call for anyone who is serious about innovation. Schrage's insights are essential for anyone who wants to create a more sustainable and effective culture of innovation." - Rita McGrath, author of *The End of Competitive Advantage*

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"I hope this book acts as a wake-up call"
James Dyson



Innovation Sucks!

Time to Think Differently

Alan Watkins and Simon May



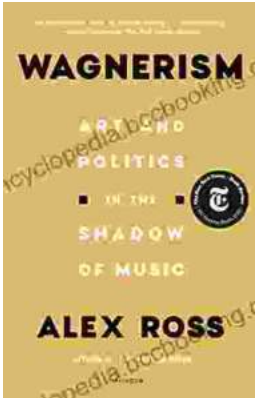
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