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Winning At Innovation: The A-to-F Model

Philip Kotler, Fernando Trías de Bes

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WINNER OF THE CHARTERED MANAGEMENT INSTITUTE (CMI) INNOVATION AND ENTREPRENEURSHIP AWARD AT THE CMI BUSINESS BOOK THE YEAR AWARDS 2013

Innovate or Die! Companies that cannot innovate and develop new products, strategies and technologies to keep ahead in today's fastpaced market will not succeed. Winning at Innovation presents a groundbreaking new model for successful marketing advancement from two world-leading experts in marketing and innovation, Fernando Trías de Bes and Philip Kotler.

Innovation is a responsibility normally assigned to R&D departments but this is not enough. Companies need a systematic framework so innovation can occur at any level of the organization. The A-F Model is a step-by-step process for developing a successful culture of innovation, bringing together the different individuals and groups across the organization for ideas to be created, developed and implemented. Offering flexibility, the model allows a back and forth flow of ideas and creativity to adapt to changing circumstances. Using this model, companies can learn how to make their innovation processes more effective, more sustainable, and more successful.

Innovation must be a priority for organizations who want to be ready to grow and develop in post-recession economies. Trías de Bes and Kotler present a unique model for innovation for all companies that want to succeed in the global field.

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