Innovation in Motion: Staying on Top

Business innovation is a delicate balancing act. Download *Insight* magazine (Issue 14, Q3 2012) and learn to how manage innovation.



July 1, 2012

- **Jay Rao** defines his terms, so that everyone understands exactly what is meant by the discipline of innovation, before trying to put it into practice.

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- **Carlos Garcia Pont & Paulo Rocha** reveal the barriers that prevent organizations from having a market mindset, which is essential for maintaining a cycle of innovation.
- **Robert G. Cooper** identifies five vectors that must be in place to undertake true innovation, which are relevant for any established business.
- **Joaquim Vila** presents a model for managers to establish a set of values, principles and practices that will help companies to launch innovation in a more systematic way.

Also in this magazine:

- **Juan M. Barrionuevo** (Mobile World Capital), together with IESE's **Pascual Berrone** and **Joan E. Ricart**, outline the strategic planning methodologies needed to create sustainable urban environments.
- **Ikujiro Nonaka** explains the steps that companies and their leaders can take to create a more fertile environment for new knowledge creation.

In our VIP interview, Mikael Schiller, of the Swedish fashion collective **Acne**, discusses their unique marketing approach of branding by doing.

In our case discussion, **Metro Bank** weighs the prospects of a new retail bank in crisis-bitten Britain.

And finally, Indian actor **Rahul Ravindran** offers a backstage glimpse into how creative teams collaborate to realize a blockbuster.

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