

CIO – Corporate innovation online Innovation management best practices

Book Reviews; ‘takeaways’ by CIO

CIO picks books that introduce new and interesting ideas relating to the management of innovation. ‘Takeaways’ focus on a book’s central ideas.

Detonate

*Why - and how- corporations must blow up best practices
(and bring a beginner’s mind) to survive*

Geoff Tuff, Steven Goldbach

Wiley

‘Takeaways’ by topic;

introducing maverick thinking, driving behavioral outcomes, focussing on the edge, ‘journey maps’, risk as a learning experience, moving innovation ahead, moving beyond legacy products/services, Six Sigma and the like, the need for proprietary data, the need for experimentation and measurement. Three pages. 2018.

How Google Works

*Eric Schmidt and Jonathan
Rosenberg*

Co-authored with Alan Eagle

Grand Central Publications

‘Takeaways’ by topic;

managing engineers, organization structure, hierarchy, functional organizations, physical arrangements, the importance of knowledgeable product development people, size, setting up a CIO, investment in legacy products, management by objectives, strategy, presentations to the Board, acting on ‘faith’ not data, Pasteur’s Quadrant, frequency of meetings. Six pages. 2014.

Leonardo da Vinci

Walter Isaacson

Simon and Schuster

Takeaways by topic;

Leonardo as a misfit, Leonardo as an artist, ranking art forms, Vinci’s characteristics set him apart, seeing, dissecting, envisioning and leaving a record, career choices, merging arts and sciences, making a fortune, collaboration, being an industrial engineer, curiosity trumping completion. Four pages. 2018.

The Everything Store

Jeff Bezos and the age of Amazon

Brad Stone

Little, Brown and Company

Hachette Book Group¹

‘Takeaways’ by topic;

hiring top talent, expense control, decision making, attitudes to risk, culture, growth versus short-term profit, measurement, decentralization, on compensation and rewards, communications internally, failure, organic versus growth by acquisition. Six pages. 2014.

¹Note from book. If you would like permission to use material from the book (other than for review purposes), please contact permission@hbgsusa.