



The New Age of Innovation: Driving Cocreated Value Through Global Networks

By C. K. Prahalad, M. S. Krishnan

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The New Age of Innovation: Driving Cocreated Value Through Global Networks, C. K. Prahalad, M. S. Krishnan, Named one of the "Best Books on Innovation, 2008" by BusinessWeek magazine From the greatest minds in business today comes a groundbreaking new blueprint for executing the next stage of customer-created value. C.K. Prahalad, the world's premier business thinker, and IT scholar M.S. Krishnan unveil the critical missing link in connecting strategy to execution--building organizational capabilities that allow companies to achieve and sustain continuous change and innovation. The New Age of Innovation reveals that the key to creating value and the future growth of every business depends on accessing a global network of resources to co-create unique experiences with customers, one at a time. To achieve this, CEOs, executives, and managers at every level must transform their business processes, technical systems, and supply chain management, implementing key social and technological infrastructure requirements to create an ongoing innovation advantage. In this landmark work, Prahalad and Krishnan explain how to accomplish this shift--one where IT and the management architecture form the corporation's fundamental foundation. This book provides strategies for Redesigning systems to co-create value with...



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-- **Lyda Davis II**

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