



Leading the Epic Revolution: How CIOs Drive Innovation and Create Value Across the Enterprise (Wiley CIO)

Hunter Muller

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A must-read leadership guide for CIOs and executives whose careers depend on creating value and growth through continuous innovation

Innovation is the hot topic. Everyone's talking about it, but there seems to be a lot of misperceptions about getting it done. *Innovating for Growth and Value* is aimed at CIOs and other technology leaders in the modern enterprise. This insider's guide to innovation presents repeatable processes, detailed methodologies, and robust frameworks for innovation and continuous transformation in today's fast-paced business environments. It provides actionable programs for developing and successfully executing profitable and repeatable innovation strategies.

- Focuses on specific critical areas where innovation is imperative
- Features real-world stories and revealing anecdotes
- Presents interviews from international companies such as Netflix, IBM, Cisco, Boeing, Facebook, Intel, Microsoft, McKesson, Flextronics, and more

Without innovation, your company cannot compete and cannot survive. So the real question isn't whether to innovate or not. The real question is how to innovate and make innovation strategies work in the modern enterprise. Thoughtfully written and carefully researched, *Innovating for Growth and Value* grasps the central truth about innovation with a wealth of information made truly valuable for IT leaders and CIOs.

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