

BRIEF CONTENTS

1	Understanding Innovation and Innovation Management Main case study: <i>NTT DOCOMO</i> , Japan	1
2	Innovation in Context Main case study: <i>Aravind Eye Hospitals</i> , India	41
3	Service Innovation Main case study: <i>CitizenM Hotels</i> , Holland	78
4	Developing an Innovation Strategy Main case study: <i>Domino Printing Sciences</i> , UK/USA	108
5	Generating Innovative Ideas Main case study: <i>Mölnlycke Health Care</i> , Sweden	151
6	Selecting the Innovation Portfolio Main case study: <i>Grundfos</i> , Denmark	210
7	Implementing Innovations Main case study: <i>Wipro Technologies</i> , India	254
8	People, Culture and Organization Main case study: <i>time:matters</i> , Germany	295
9	Innovation – Performance and Capability Main case study: <i>Corning Inc.</i> , USA	345
	References and notes	375
	Index	404