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The Castle and The Sandbox

By Kosta Peric

Searching Finance Ltd, United Kingdom, 2012. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book ***** Print on Demand *****. In four wildly successful years as leader and co founder of the Innotribe, the initiative that s put innovation at the centre of global finance, Kosta Peric has learned what it takes to create a culture of collaboration and change, and now in his long awaited book he shares his knowledge and hard earned lessons. With examples from healthcare, music, Hollywood, mobile commerce and finance, Kosta dispells the myths of innovation and offers the tools, techniques and life lessons needed for a culture of open innovation. Here s your chance to find out: What s an intrapreneur? And where can I find one (or ten)? How can I create a business case for innovation? How can I start a fire outside of my organisation (not an actual fire, obviously) Why are the boundaries between my company and the outside world arbitrary?.



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