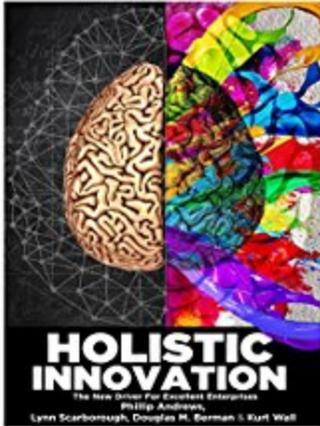


# Holistic Innovation Book



Holistic Innovation explains the megatrends that are forcing enterprises of all sizes to rethink the way they are dealing with invention and innovation. The old models and approaches based on the traditional Industrial Revolution models are now dead. The BAU is dead.

American Enterprises are in TROUBLE!

- Over 70% of American large enterprises have disappeared in the last 40 years.
  - Only 15% of new companies will survive the next 10 years.
- America's business leadership has dropped to a new low.

They lost it all! US Steel, Digital Equipment Corp., Wang Laboratories, Compaq, Polaroid Corporation, Borders Group and hundreds of other major corporations are sad reminders of what happens when innovation is forgotten or falls behind the speed of change in any given industry.

Innovation is Critical.

Innovation is the #1 strategic weapon for businesses, and startup companies – like Tesla, Apple, Google, Netflix, Starbucks, Uber and an avalanche of other newcomers that play by different rules and leveraging new business models.

Moreover, innovation is critical to economic development programs for cities, communities and entire nations because innovation offers a sustainable advantage like no other strategic enabler.

Thus, innovation is not only critical to success, but it is the #1 lever for sustainable growth.

Speed matters. Leveraging the state-of-the-art technologies matters. Collaboration matters. Business and Innovation Ecosystems matter. The problem is that most people and enterprises are not familiar with what is available to them and how to employ them the right way. This books offers strong suggestions of getting started down this road of sustainable growth.

Holistic Innovation defines the new type of Innovation based on Creative Disruption and other models emerging from the new eras of Shared Economy, Digital Economy, Creative Economy, Virtual Economy, Relationship or E2E Economy, and so on.

The Holistic Innovation book outlines the important business concepts, paramount approaches, and best business practices that fuel Holistic Thinking and Holistic Innovation. Furthermore the book explains what are the best org structures, leadership styles and cultures suited for Holistic Innovation.

Sample Topics Covered:

- What Is Holistic Innovation?
- How to build a successful Innovation Ecosystem
- How to leverage sparks of innovation
- The importance of spirituality in innovation
- Lessons learned from Steve Jobs and other great brains
- The process of Holistic Innovation?
- Understanding the process with The Innovation Thought Matrix
- The mind of the innovator
- Explaining the value of leveraging the whole brain

Finally, the book contains several examples and anecdotes from the real world that further deepen the message and understanding of the concepts.

This book ties perfectly with other books, such as Home Deus and The Seventh Sense as it explains how the new era(s) are affecting not only the human brain, but everything that we do in the business world and our personal lives.

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You can purchase the book by clicking here:

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