



Innovation: How Innovators Think, Act and Change Our World

Kim Chandler McDonald

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Any organisation looking to succeed in the global digital economy of today - and tomorrow - must innovate. Innovation introduces the global pioneers whose ideas and products have driven the changes that have revolutionised our world in every field. It showcases the pioneers who have broken the mould and led the pack in every field from business and technology to food, fashion, culture and healthcare. Drawing on exclusive interviews with more than 100 leading innovators from around the world, Innovation highlights the common denominators linking these highly creative people. It presents the inside track on who's done what, how they did it, what drives them on, and why innovation is so critical to individuals, businesses and to society as a whole. This book is a fascinating, fast-paced read and more importantly, it will empower you and your business to be more innovative too.

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