



Winning Through Innovation: A Practical Guide to Leading Organizational Change and Renewal

Michael L. Tushman, Charles A. O'Reilly

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Tushman and O'Reilly examine how leadership, culture, and organizational architectures can be both important facilitators of innovation and, not uncommonly, formidable obstacles. They demonstrate how to clarify today's critical managerial problems, use culture and commitment to promote innovation and implement strategy, and deal with changing innovation requirements as organizations evolve.



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