Ottosson

Developing and Managing Innovation in a Fast Changing and Complex World

Benefiting from Dynamic Principles

This book provides essential insights into how to rapidly and safely develop new sustainable products, no matter whether it is in the private sector, the public sector or the non-profit sector, and regardless of the specific national or business culture.

The principles discussed were distilled from experiences and insights gained in numerous practical innovation endeavors, and from insider action research in connection with ongoing development, change management, and innovation projects in various areas and branches of the business world and non-commercial sector.

In short, the practical work and research has revealed that, regardless of the specific product and/or business to be developed, clear advantages can be gained by using dynamic or agile methods based on modern theories. These advantages include: reduced risk of failure, shorter time to market, less money and effort spent, better outcome solutions, etc. than when classical methods are used.

Accordingly, the book also highlights the differences between the classical/traditional and dynamic mindset and approaches. It offers suggestions on how to think, organize, lead, and act in order to excel in an increasingly complex and non-linear world. The more you can assimilate the theories, principles and methods – and integrate them in the culture you operate in – the greater the benefits will be for you and your organization.

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