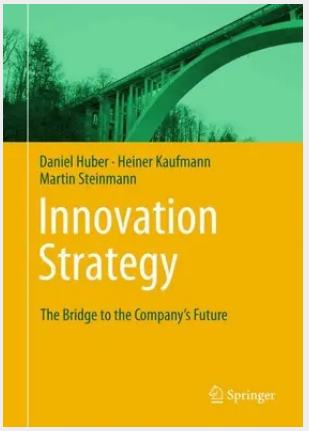
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Innovation Strategy

The Bridge to the Company's Future



The book provides a theoretically sound and practical approach to systematically developing an innovation strategy using new strategic tools, thereby ensuring a company's long-term competitiveness. The strategic foundations for innovation are developed step by step and clearly explained using an innovation framework.

In this new understanding of strategy, a company follows a Two-Stars-Strategy. It consists of a present-oriented part and a future-oriented part. This way, companies align themselves simultaneously with two future stars.

Learn the path to becoming an innovative company and sustainably enhance your company's innovation performance and future viability.

This book is a translation of the original German edition “Innovationsstrategie“ by Huber et al., published by Springer-Verlag Germany in 2023. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content, so that the book will read stylistically different from a conventional translation.

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