



Leapfrogging: Harness the Power of Surprise for Business Breakthroughs

By Soren Kaplan

AudioGo, United States, 2012. CD-Audio. Book Condition: New. Unabridged. 147 x 127 mm. Language: English . Brand New. Today s business environment demands leapfroggers those who create rapid, disruptive innovation, not small improvements. A leading innovation pioneer shows that businesses often ignore the very thing that could lead them to game-changing products the power of surprise. How did Gatorade revitalize itself in the wake of Red Bull and Starbucks? How did Etsy come to be? How did Four Seasons become the world s leading luxury hotel brand? What makes one leader or company thrive while others languish in mediocrity? Kaplan gives business leaders the tools to do exactly what they re taught to avoid: embrace uncertainty and invite surprises. Leapfrogging connects new research, unconventional strategies, and practical tools for navigating the seemingly messy process of achieving business breakthroughs. Listen in and leapfrog your way to success today!.



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