

Continuous Innovation

How successful organizations continuously develop, scale, and embed innovations to lead tomorrow's markets

Learn about the new paradigm in corporate innovation through a clear model backed by real world case studies. *Continuous Innovation* offers a novel idea in corporate strategy: innovation as a core competence; a continuous process with predictable timelines and outcomes. It offers the *Why*, the *What*, and the *How* of this new paradigm in corporate innovation. It is a guidebook that helps leaders in corporate organizations increase their competitive strength in rapidly changing markets. In the first part, *Continuous Innovation* provides context by explaining the intricate effects of the rapidly changing business landscape on corporate strategy and innovation. It then translates this context into a strategy model for continuous innovation. Finally, it presents a practical organizational blueprint to implement this strategy and to maintain a continuous flow of ROI-oriented innovations. Each part is backed by real world examples and case studies. Learn how to successfully leverage best practices in corporate innovation, such as short-cycled, iterative development, and how to manage a complex portfolio of innovations. Most of all, in the age of digital transformation, learn how to develop a corporate culture of sustainable profitability and growth.

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Arent van 't Spijker is partner at BlinkLane Consulting. He is a trusted advisor to corporate leadership on digital transformation and innovation. Throughout his career, Van 't Spijker has worked at the forefront of innovation - at the turn of the millennium as the founder of innovative startups, and later as strategic advisor on digital transformation and innovation at large organizations. He is a frequent speaker at business events and conferences about these subjects. In 2014, Van 't Spijker published his first book, *The New Oil: Using Innovative Business Models to Turn Data Into Profit*. In 2019, he founded the Continuous Innovation Framework (COIN), a combination of a blueprint process for corporate innovation (continuousinnovation.net), training, and certification for innovation professionals and an active community of innovation enthusiasts. Van 't Spijker lives and works in Amsterdam, The Netherlands.

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