



# The Innovation Zone: How Great Companies Re-Innovate for Amazing Success

*Thomas M. Koulopoulos*

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The Innovation Zone demonstrates that most dynamic innovations are not a single stroke of brilliance and great, new products but are a disciplined, easily-learned business process that includes an organizational incubator that supports and sustains the practice of turning ideas into breakthrough innovations. Debunking nearly all other books' approach that innovation is just great products, classic examples such as GM and OnStar(R) and 3M and Post-It-Notes(R) demonstrate how the author's Six Lessons of Innovation can be learned, refined, and developed by leaders and organizations into core competencies for success.

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