



# Beyond the Idea: How to Execute Innovation in Any Organization

*Vijay Govindarajan, Chris Trimble*

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The *New York Times* bestselling authors of *Reverse Innovation* and *How Stella Saved the Farm* distill more than a decade of exclusive research into one short, powerful, action-oriented book.

Companies stumble when they imagine that innovation is mostly about ideas. The reality is that ideas are only beginnings. Indeed, even a company with the world's best idea still faces a devilish challenge: it must build the business of tomorrow without endangering the business of today.

Vijay Govindarajan and Chris Trimble are the world's leading authorities on the successful management of innovation. In *Beyond the Idea*, they distill more than a decade of research and insight into a practical, accessible, read-at-one-sitting handbook that offers invaluable guidance for anyone charged with making innovation happen: executives, managers, consultants, project leaders, and teams.

By offering specific action steps, *Beyond the Idea* extends the elegant conceptual insights from *How Stella Saved the Farm*, Govindarajan and Trimble's parable. *Beyond the Idea* shows exactly how to:

- Build a team with a very particular structure, one that makes it possible to simultaneously build something new and sustain what exists.
- Manage any innovation initiative as a *disciplined experiment*.
- Implement three distinct models for moving from ideas to action.

*Beyond the Idea* is an essential book for any business that recognizes that innovation always has been, and always will be, the key to long term growth and vitality.

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