

DRIVING PROFITABLE GROWTH WITH STRATEGIC INNOVATION

SEMINAR CONTENT PREVIEW

- Drivers of innovation success
- Discovery of the next wave: marketplace trend analysis
- Incremental innovation vs. radical innovation
- Forecasting success: hearing the voice of the customer
- Strategic differentiation
- Successful innovation business models
- Creating an innovation receptive culture
- Innovation and corporate entrepreneurship
- Design and delivery of world-class innovation

Questions- please call 1-800-UNC-EXEC



