

PAYBACK: REAPING THE REWARDS OF INNOVATION

Eliot Gelb

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Jim Andrew, senior partner at The Boston Consulting Group and coauthor of " Payback: Reaping the Rewards of Innovation."

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This is a tough Payback: Reaping the Rewards of Innovation to evaluate, since it is chock full of great ideas and models to use to evaluate your business and implement change, yet to me it feels a little unfocused in its target and the consistency of its message. It has a solid core concept, the cash curve, and a very simple graph to go with it. Again, we know a lot of this stuff - but where innovation is concerned, too often we fall in love with our ideas and don't take a hard headed look at the payback of the ideas.

Please create a new list with a new name; move some items to an existing list. Your list has reached the maximum number of items. It also shows you how to reshape the cash curve by using different business models--integrator, orchestrator, and licensor--each of which balances risk and reward differently. You won't find facile answers in Payback --but you will find valuable insights and practical guidance for mastering one of the most challenging and critical business activities: Preview this item Preview this item. The middle section points out some of the annual survey about innovation in corporate America provides an interesting window into what's on the minds of corporate leaders about innovation. Reaping the Rewards of Innovation.