



# Relentless Innovation: What Works, What Doesn't--And What That Means For Your Business

*Jeffrey Phillips*

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**You can't ask for more than efficient, effective operations.  
Or can you?**

Given today's business landscape?increasing customer demand, global competition, lower trade barriers?being good isn't enough. This groundbreaking guide provides the knowledge and tools you need to transform your organization from a well-run company to a relentlessly innovative company.

Innovation expert Jeffrey Phillips has helped businesses around the world achieve the dream?the implementation of innovation as a consistent business discipline. In *Relentless Innovation*, he reveals his secrets for the first time.

Phillips argues that today's typical business models actually impede innovation because they place so much focus on efficiency, cost cutting, and short-term gain. Does this describe your business model? If it does, you need to revisit your approach and redefine your idea of what success actually is. You may find that your "business as usual" processes actively reject innovation efforts.

*Relentless Innovation* has everything you need to strike the right balance between efficiency and innovation. Striking that balance will help your firm:

- Become proactive instead of reactive
- Create a more engaged workforce
- Establish deeper capabilities to define and achieve strategic goals
- Increase revenues and profits while retaining efficient cost management
- Sustain market differentiation
- Improve your public reputation
- Increase your ability to leverage internal knowledge and external partnerships

Offering the broadest view to date of the relationship between innovation and business strategy, *Relentless Innovation* provides you with the information and tools you need to transform innovation from an infrequent activity to a core capability in your organization.

## **PRAISE FOR RELENTLESS INNOVATION**

"A thoughtful, intelligent, and practical manifesto by a highly experienced innovation professional. Phillips demonstrates with clarity and insight how organizations can assess their current innovation potential, identify vulnerabilities, and most important, create a systemic innovation-as-usual culture that can make the difference between also-ran and yes-we-can."

**?Tim Hurson, author of *Think Better***

"*Relentless Innovation* is a must read for innovation junkies and executives who want practical ideas on creating an innovation business-as-usual culture. Phillips has worked in the innovation trenches and shares

big-win ideas on how to unleash trapped middle management potential.”

**?Saul Kaplan, Founder and Chief Catalyst, Business Innovation Factory**

“Phillips has long been in the top tier of professionals who have a clear understanding of what makes innovation work in business. This book will provide you (and your team) with proven creative strategies and practical ideas that you can use to gain greater success in your market. *Relentless Innovation* is highly recommended.”

**?Roger von Oech , author of *A Whack on the Side of the Head* and *The Creative Whack Pack***

“*Relentless Innovation* not only outlines the barriers to innovation in a way most readers will quickly understand, it provides a prescription that, when followed, can remedy the situation before efforts stall out.”

**?Dominic Venturo, Chief Innovation Officer, U.S. Bank Payment Services**

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