



April 2022: 400pp  
14 illustrations

Pb: 978-1-032-13989-0 | \$49.95  
Hb: 978-1-032-13990-6 | \$160.00  
eBook: 978-1-003-23183-7

**20% Discount Available With This Flyer!**

## Winning Innovation

How Innovation Excellence Propels an Industry Icon Toward Sustained Prosperity

**Norbert Majerus and George Taninecz**

An engaging business novel, *Winning Innovation* dives into the art and science of innovation; the thrills of the European bike-racing circuit; the vibrant landscape and cuisine of Italy; and a cast of intriguing characters who work to put Davanti on the road to sustained prosperity. The company's leader isn't afraid to learn and apply new ideas to reenergize his company, and finds he cares more about his employees than he could ever imagine. A young innovator struggles to see a product idea to fruition as well as rise into management — and he falls in love along the way. A newly promoted R&D director brings teamwork and transparency to product development and aligns the entire company around innovation.

**20% Discount Available - enter the code FLA22 at checkout\***

**Pb: 978-1-032-13989-0 | \$39.96**  
**Hb: 978-1-032-13990-6 | \$128.00**

*\*Offer cannot be used in conjunction with any other offer or discount and only applies to books purchased directly via our website.*

*To order a review copy, please complete our Request a Book form:  
[https://m.email.taylorandfrancis.com/Review\\_copy\\_request](https://m.email.taylorandfrancis.com/Review_copy_request)*



Taylor & Francis Group  
an informa business

## Taylor & Francis eBooks

A single platform containing 90,000+ eBooks of award-winning academic content spanning humanities, social science, science, technology, engineering, and medical.

A streamlined experience for library customers

A single point of discovery for our eBook content

Access books & book chapters  
PDFs available for download

A dashboard with data visualization of usage, denials, and much more

Request a **FREE Trial:**  
[support@taylorfrancis.com](mailto:support@taylorfrancis.com)

Learn More by visiting [www.taylorfrancis.com](http://www.taylorfrancis.com)

## Routledge Paperbacks Direct

Responding to the changing needs of academics and students, we have now made a selection of our hardback publishing available in paperback format. Available directly from Routledge only and priced for individual purchase, titles are added to the selection on a regular basis.

For a full list of available titles, visit:  
[www.routledgepaperbacksdirect.com](http://www.routledgepaperbacksdirect.com)



## Routledge Revivals

Discover Past Brilliance...

[www.routledge.com/books/series/Routledge\\_Revivals](http://www.routledge.com/books/series/Routledge_Revivals)

## Order your books today...

All of our books are available to order direct.  
Alternatively, contact your regular supplier.

### IF YOU ARE IN THE US/CANADA/LATIN AMERICA:

Telephone: Toll Free 1-800-634-7064  
(M-F: 8am-5:30pm)  
E-mail: [orders@taylorandfrancis.com](mailto:orders@taylorandfrancis.com)  
Online: [www.routledge.com](http://www.routledge.com)

#### Sales Tax/GST:

Please add local sales tax if applicable in your state.

Canadian residents please add 5% GST.

#### Postage: US:

Ground: \$5.99 1st book;  
\$1.99 for each additional book  
2-Day: \$9.99 1st book;  
\$1.99 for each additional book  
Next Day: \$29.99 1st book;  
\$1.99 for each additional book

#### Canada:

Ground: \$7.99 1st book;  
\$1.99 for each additional book  
Expedited: \$15.99 1st book;  
\$1.99 for each additional book

#### Latin America:

Airmail: \$44.00 1st book;  
\$7.00 for each additional book  
Surface: \$17.00 1st book;  
\$2.99 for each additional book

### IF YOU ARE IN THE UK/REST OF WORLD:

Telephone: +44 (0) 1235 400524  
Fax: +44 (0) 1235 400525  
E-mail: [tandf@bookpoint.co.uk](mailto:tandf@bookpoint.co.uk)  
Online: [www.routledge.com](http://www.routledge.com)

#### Postage:

**UK:** 5% of total order  
(£1 min charge, £10 max charge).  
Next day delivery +£6.50\*

**Europe:** 10% of total order  
(£2.95 min charge, £20 max charge).  
Next day delivery +£6.50\*

**Rest of World:** 15% of total order  
(£6.50 min charge, £30 max charge).

\*We only guarantee next day delivery for orders received before noon.

### Library Recommendation

Ensure your library has access to the latest publications. Contact your librarian with details of the books you need and ask them to order a copy for your library.

### Complimentary Exam Copy Request

To order a complimentary exam copy, please visit:  
[www.routledge.com/info/compcopy](http://www.routledge.com/info/compcopy)

*Prices and publication dates are correct at time of going to press, but may be subject to change without notice.*

Our publishing program continues to expand so please visit our website to stay up-to-date.

[www.routledge.com](http://www.routledge.com)



**FREE STANDARD SHIPPING**  
on all orders placed on [www.routledge.com](http://www.routledge.com).