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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.

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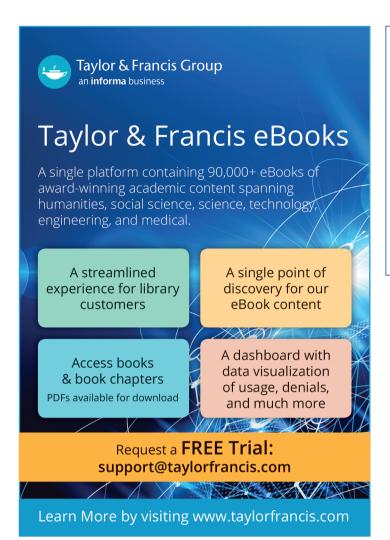
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