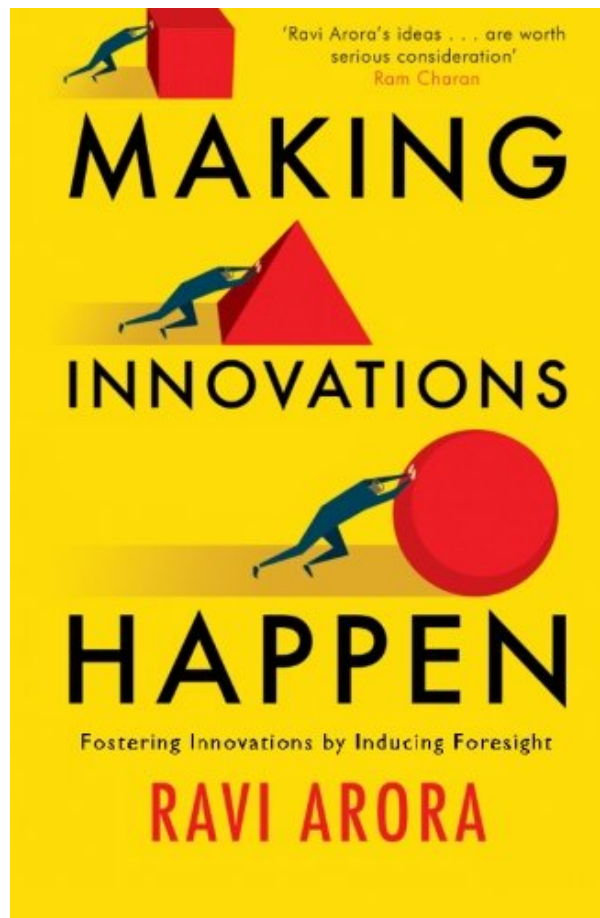
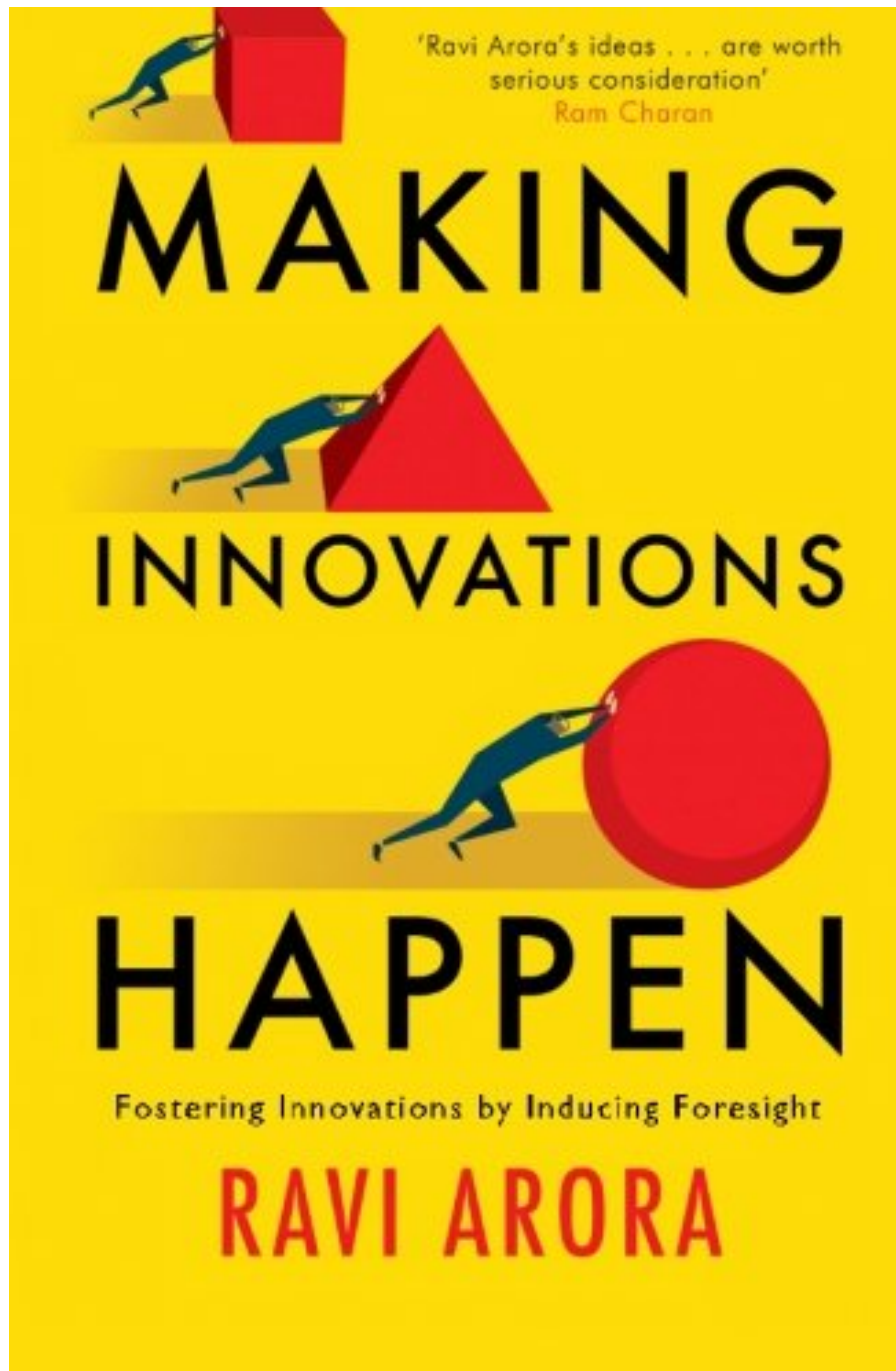


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Ravi Arora shows practitioners how every organization can take simple steps to become much more innovative Ravi Venkatesan, former Chairman -Microsoft India

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The journey from idea to innovation is fraught with risks and uncertainty. It requires a great deal of courage and perseverance from the teams that work on innovative ideas, as well as from senior management, to embark on innovations without knowing whether they will be successful. This book by Ravi Arora, who is responsible for the innovation programme at the Tata Group, details a new method known as the Innovation Foresight programme. The programme is designed to drive innovations in an organization ensuring that the initiatives enjoy every stakeholder's active engagement. Most importantly, it strives to ensure that an organization does not lose sight of innovation opportunities, whether big or small. Written in a narrative framework featuring two young managers—Paul and Jiao—who have been tasked with driving innovations in their respective companies, *Making Innovations Happen* is an insider's guide to building a culture of innovation. The book also suggests creative yet pragmatic ways to make the innovation plan and its execution measurable, flexible and nimble. The book also seeks to unravel cultural nuances that can either significantly drive or impede inventiveness. It proposes several tips for the organizational practitioners to benefit from, and aims to enhance the innovation quotient from ideation to execution. Managers, CEOs and Board members of modern day organizations can draw useful insights from the many narratives the book provides.

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Ravi Arora is able to bring together some of the major approaches being taken towards Innovation Management today and present them in a way that fosters understanding of both how and why they work. This is a valuable book for anyone wishing to come up to speed on the current thinking about Innovation in the world today.

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