

including tools, tips, and strategies developed by the authors as they created an innovative incubation program for a multi-billion-dollar technology company. It also offers a wealth of information to help aspiring intrapreneurs and entrepreneurs bring their ideas to life. What You'll Learn Discover the most common reasons that innovation fails in established organizations Explore techniques to make innovative ideas a success Follow a recipe to create a program to enable innovation across your company Understand the power of transparency inside and outside an incubator Develop employees and foster a culture of innovation across your company Who This Book Is For Anyone with an innovative idea who wants to make it real but does not know where to begin; anyone struggling to innovate inside an established company; anyone who wishes to make their existing company more lean, agile, and efficient; anyone who wishes to start a program to incubate new, innovative ideas inside an established company

Plenty of books offer useful advice on how to get better at making quick-thinking, intuitive choices. But what about more consequential decisions, the ones that affect our lives for years, or centuries, to come? Our most powerful stories revolve around these kinds of decisions: where to live, whom to marry, what to believe, whether to start a company, how to end a war. Full of the beautifully crafted storytelling and novel insights that Steven Johnson's fans know to expect, *Farsighted* draws lessons from cognitive science, social psychology, military strategy, environmental planning, and great works of literature. Everyone thinks we are living in an age of short attention spans, but we've actually learned a lot about making long-term decisions over the past few decades. Johnson makes a compelling case for a smarter and more deliberative decision-making approach. He argues that we choose better when we break out of the myopia of single-scale thinking and develop methods for considering all the factors involved. There's no one-size-fits-all model for the important decisions that can alter the course of a life, an organization, or a civilization. But *Farsighted* explains how we can approach these choices more effectively, and how we can appreciate the subtle intelligence of choices that shaped our broader social history.

A core textbook for creating a successful business plan which looks at everything a budding entrepreneur needs to consider to have the best chance of launching a successful new venture. It is a very practical text and progressively builds a roadmap towards the creation of an effective business plan.

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