

Two Key Innovation Questions

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Q 1. What is an Innovative Enterprise?

Q 2. And why is innovation so directly aligned with success?

An Innovative Enterprise is probably best defined as a company that can continually improve and reinvent its products and services and its work processes - both what it brings to the marketplace and how it does that - and that has that whole “renewal process” integrated into its normal operations.

And what does that output look like?

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