



# Innovation Generation: Creating an Innovation Process and an Innovative Culture

*Peter Merrill*

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## **Innovation Generation: Creating an Innovation Process and an Innovative Culture** Peter Merrill

Innovation is about creating the future...and making sure your organization is part of it. For successful innovation, an organization needs its people to be well connected, which is exactly what a highly-developed quality management system can do. This book shows that quality management and its associated efficiencies does not necessarily have to drive out the thinking time that is so critical to innovation. You can innovate and develop the products and services that the market needs tomorrow by following the two modes of operation described by noted author Peter Merrill: stay loose to create and conceptualize, and hang tight to develop the concept and commercialize.

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