

150A

• O ^ >

d f < f

K z

The Seven Sins of Innovation

Dave Richards

palgrave
macmiLlan

Contents

List of Figures and Tables /ix

Foreword /xi

Preface /xii

Acknowledgments /xvi

List of Abbreviations /xviii

Part I Definitions /1

- 1 The Need for a New Approach /3
- 2 Innovation and Unnovation /12
- 3 Value and Evaluation /30
- 4 Entrepreneurial Psyche and Flow /52
- 5 Strategy /71
- 6 The Innovation Zone and Innovation Zoning /81
- 7 The Art and Science of Bridging /85

Part II The Seven Sins X103

- 8 Pointless Purpose /107
- 9 Impaired Vision /116
- 10 Apathetic Miscommunication /124
- 11 Ambivalent Disengagement /134

- 12 Frightfully Disempowered Followership
- 13 Painfully Boring Uncreativity **/161**
- 14 Comfortable Complacency **/170**

- 1 -

Part III Prescriptions / 181 J

- 15 Revitalizing Enterprise **/183**
- 16 Startup Enterprise **/198**
- 17 Family Enterprise **/214**
- 18 Getting Ready to Sell **/229**
- 19 Service Enterprise **/238**
- 20 Social Enterprise **/247**
- 21 Public Enterprise **/254**

Bibliography **/262**

Index **/268**