



Managing the People Side of Innovation

A. J. Chopra

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Must reading for anyone who wants to develop a new or improved product, service, process, or strategy. And who knows that people resist new ideas. In part because it takes more effort to implement them than to keep doing things the old way. It's especially hard to get people to put in this extra effort if they feel stretched, as they do in today's "lean" organizations. Chopra shows you a way to deal with this problem that you won't find elsewhere. It is based on his twenty-five plus years of observations of people who have a knack for getting others to embrace new ideas. To make explicit key ingredients of this knack he had to acquire an understanding of two seemingly unrelated subjects: how the mind makes fresh ideas, and how what you do with peoples' ideas impacts their willingness to help you get something done.

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