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Harvard Business Review

Great companies are launching new products on a regular basis. But not every product is a smashing success. I've launched several products, some of which were successful, and some which weren't. Launching a new enterprise—whether it's a tech start-up, a small business, or an initiative within a large corporation—has always been a hit-or-miss proposition. According to the decades-old ...Executive Summary. Like any corporate operation, innovation requires effective leadership. But it's a different kind than the core business calls for, involving skills and tactics many ...BibMe Free Bibliography & Citation Maker - MLA, APA, Chicago, Harvard