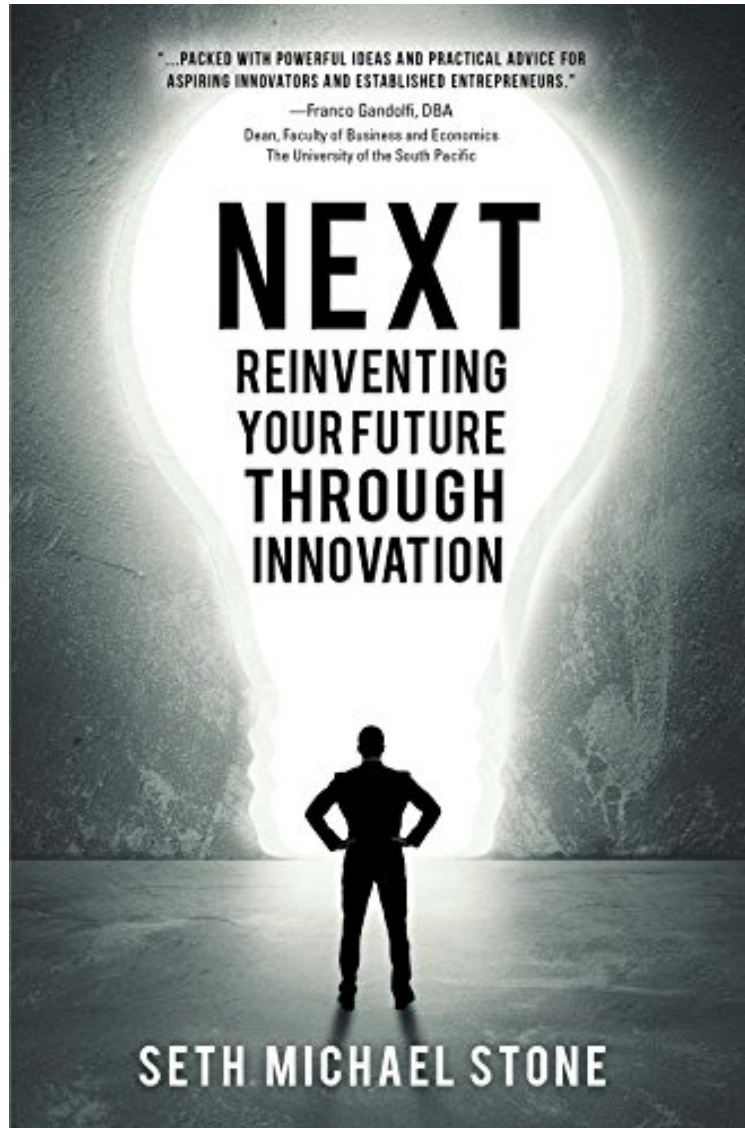


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NEXT: Reinventing Your Future Through Innovation

Seth Michael Stone

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Seth Michael Stone : NEXT: Reinventing Your Future Through Innovation before purchasing it in order to gage whether or not it would be worth my time, and all praised NEXT: Reinventing Your Future Through Innovation:

0 of 0 people found the following review helpful. Fantastic, instructive readBy CustomerFantastic, instructive read. Dr. Stone is a master of innovation, and his knowledge and guidance are applicable to any business owner - be it a small business or large corporation. A must-read for anyone looking to expand, innovate, and achieve greatness in their field.0 of 0 people found the following review helpful. Stasis Is Not an OptionBy SircleMemphisDr. Seth Michael Stone has made an excellent and timely debut with Next. In an age of disruption and globalization, organizations and their leaders cannot afford to remain stuck in their old ways and rest solely on core competencies

and expect to survive, much less thrive. Stone offers up a compelling and knowledgeable voice in the fields of leadership and innovation that will engage the reader and get them thinking about what comes next for their companies and organizations. There is something in this book to benefit everyone, from top level management at the largest multinationals, to the sole proprietor looking to expand his business. I look forward to hearing more from Stone in the coming years. Highly recommend.

0 of 0 people found the following review helpful. Solid book for how to harness and cultivate the power of creativity

By Ryan T. Hartwig

Solid book for how to harness the power of creativity and cultivate it into innovative solutions for challenging problems. I wholeheartedly agree with his statement: "It might seem counterintuitive to talk about attaching structure and processes to something that, by its very nature, tends to be free-spirited and requires an uninhibited environment to thrive. However, creativity must be managed effectively if you are going to capture value." Throughout the book, Stone lays out how to systematically cultivate innovation - examining creativity, leadership and followership processes, organizational design, ethics, and more. And there are many nuggets of great truth beyond innovation throughout the book, like this one in the conclusion of the leadership chapter: "Embrace a definition of leadership. If it's the one that's presented here, great. If not, find one that works for you, but make sure it's comprehensive, all-encompassing, and not self-serving." I would have liked to see more original research, as the book mainly reads as a long review of the literature, with the author stating his conclusions on the result of what he's read from others. As such, I did not find a lot that was "new" in the book, but it is a nicely laid-out, comprehensive treatment of the how organizations can cultivate innovation and thereby build a strong organization.

Every leader or aspiring leader wants an edge. Today that edge comes through the power of effective innovation capacity. Gone are the days where giant corporations can put up seemingly insurmountable barriers to entry. Innovative thinking organizations small and large can leapfrog them in both profitability and productivity given the right tools.

The prescriptive methodology in these pages will show you the positive impact that a well-designed innovation program can have on organizational culture, design, values, strategy, and human resources. If you want to be a leader in your industry, you need to consistently produce ideas and get the good ones from the mind to the market, early and often. This starts with you.

Next will show you what it takes to create a successful and sustainable innovation program, regardless of the industry or market you are in.

"Fantastic insight on the issues with innovation in companies today. The book delivers a great understanding of how to effectively ignite innovation in your company. It also describes the roadblocks we hit when we try to innovate. Great roadmap to improving innovation in any company and I intend to buy several copies for senior and middle management."

Toby Harris
Cofounder and Owner
Chief Executive Vice President
Movement Mortgage

About the Author
Dr. Seth Stone is the co-founder and principal consultant of SBS Strategic Innovations, LLC, an organizational consultancy designed to help leaders uncover latent potential and thrive in the global marketplace using the components of innovation. Previously Dr. Stone worked in higher education administration where he devised customized training program for organizations across the United States to help address some of their most difficult organizational challenges. Prior to that he spent numerous years in the financial services industry in various capacities of investment banking and asset management. He holds a doctorate in Strategic Leadership from Regent University, as well as an MBA from Regent and a Bachelor of Science in management and business from Skidmore College. Dr. Stone resides in New York and enjoys travel, spending time with family and friends and a good round of golf.