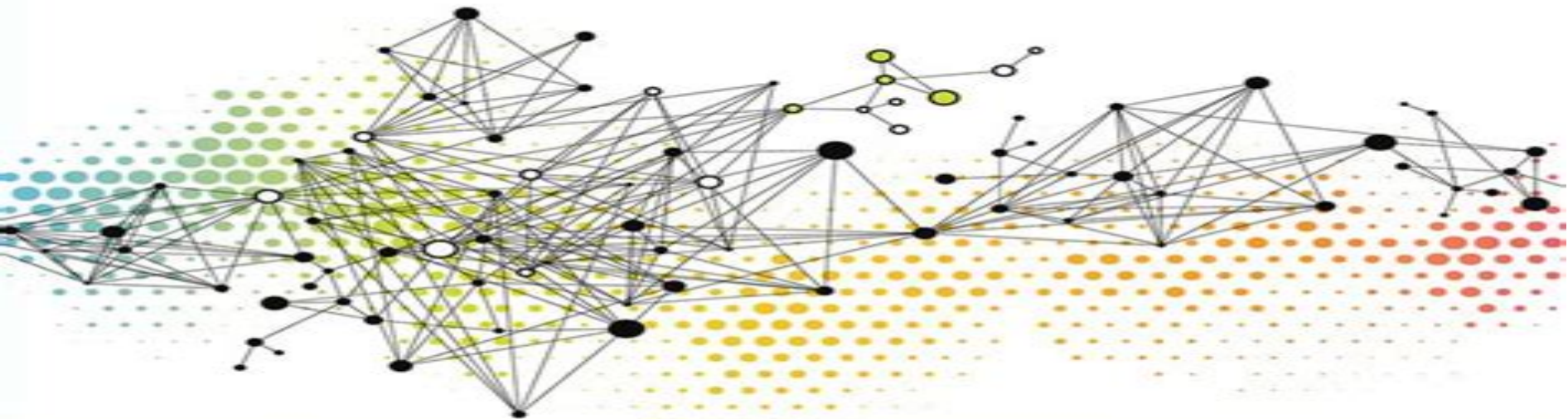


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works work a little better But incremental innovation can coexist with breakthrough thinking Using examples from both scrappy startups and long term innovators such as IBM 3M Apple and Google Davila and Epstein explain how corporate culture leadership style strategy incentives and management systems can be structured to encourage breakthroughs Then they bring it all together in a new model called the Startup Corporation which combines the philosophy of the startup with the experience resources and network of an established company Breakthrough innovation no longer has to be the nearly exclusive province of the new kids on the block With Davila and Epstein s assistance any company can develop paradigm shifting products and services and maximize the ROI on its R D

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