

BOOK OF THE MONTH SUMMARY

FOR MEMBERS

## OVERVIEW

# The Other Side of Innovation

## Solving the Execution Challenge

by Vijay Govindarajan and Chris Trimble

### Key things you will learn.

- How to execute an innovation initiative inside your company
- How to deploy a “Dedicated Team”
- How to test hypotheses and learn from experiments

### Overview.

Vijay Govindarajan and Chris Trimble, faculty members at Dartmouth’s Tuck School of Business, offer a “ready reference” filled with down-to-earth approaches for moving innovation initiatives forward within established companies. The book is based on 10 years of scholarly research, but is written in practical terms.

### About the Author.

Vijay Govindarajan, professor of international business at the Tuck School of Business at Dartmouth College, has worked with many Fortune 500 corporations. Chris Trimble, also on the faculty at Tuck, speaks and consults on the topic of innovation.

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