



## The Tao of Innovation: Nine Questions Every Innovator Must Answer

*Teng-Kee Tan, Hsien Seow, Sue Tan Toyofuku*

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The Tao of Innovation is the first book to blend Eastern philosophy with tried-and-true innovation strategies. It presents a holistic, intuitive and practical approach to developing game-changing innovation.

Having over 30 years of real-world global corporate, entrepreneurial, and consulting experience, and more than 10 years of teaching innovation and entrepreneurship to thousands of students in the East and West, the authors have distilled the most influential thinking on innovation into a holistic set of nine key innovation questions that every innovator must answer throughout the innovation cycle. These provocations apply to any business or organization and illuminate fundamental principles and practices of successful innovation. The Tao of Innovation's use of nature's fundamental elements and the yin-yang's balance of opposing forces as metaphors, provide simple ways to navigate the complexities of business and innovation. They blend art, science, and Eastern and Western philosophies of what it takes to be an innovator.

This book is written for individuals who have a passion for initiating change but struggle to find a process or methodology that helps them translate their dream into practical action steps that will get them through implementation. It aims to help organizations of all types proactively stay ahead in a rapidly changing world and change the world for the better.

In short, this book is a fresh East-meets-West approach to innovation, helping readers develop a strategy to implement real change and ultimately achieve their innovation dream.

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