

The prevailing view in business is that companies should only undertake impact innovation if it contributes to improving their competitiveness. The blended value proposition is convincing at first glance, but it does not take into account the full potential of corporate impact innovation.

This book makes the case for viewing it as a typical avant-garde innovation that requires leaders who are able to look beyond the current prevailing paradigms to deliver long-term progress. It shows how leading companies have shaped their innovation paths to bring prosperity to proprietors, the people, and the planet.

