



Making Innovation Happen: Concept Management Through Integration

Gerhard J. Plenert, Shozo Hibino

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Human potential can be maximized through organized, integrated systems that focus on developing creativity and innovation. This is the book that tells you how to make it happen-create an environment of exciting, purpose/goal-directed, positive change in your organization. The text integrates several cutting-edge management concepts in one volume: Breakthrough Thinking, World Class Management, Total Quality Management, and Concept Engineering. The authors bring together progressive management philosophies from the East and West as well as revolutionary ideas from manufacturers in Japan, the U.S., and Brazil.

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