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Professor Anthony
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(September 6,
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1, 2006) was an
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management
control at Harvard
Business School,
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N Anthony

Robert N. Anthony

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About the author
(1980) Robert N.

Anthony is the

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One of the most
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current content
and research..

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How to Innovate
and Execute
Leaders already
know that
innovation calls for
a different set of
activities, skills,
methods, metrics,

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mind-sets, and leadership approaches. And it is well understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges. The real problem for

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leaders is doing both, simultaneously. How do you meet the performance requirements of the existing business—one that is still thriving—while dramatically reinventing it? How do you envision a change in your

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Control business model before a crisis forces you to abandon it?

Innovation guru
Vijay Govindarajan
expands the
leader's innovation
tool kit with a
simple and proven
method for
allocating the
organization's
energy, time, and

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resources—in
balanced
measure—across
what he calls “the
three boxes”:

- Box 1: The present—Manage the core business at peak profitability

- Box 2: The past—Abandon ideas, practices, and attitudes that could inhibit

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innovation • Box 3:
The
future—Convert
breakthrough ideas
into new products
and businesses The
three-box
framework makes
leading innovation
easier because it
gives leaders a
simple vocabulary
and set of tools for
managing and

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measuring these
different sets of
behaviors and
activities across all
levels of the
organization.

Supported with rich
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Services—and testimonies of leaders who have successfully used this framework, this book solves once and for all the practical dilemma of how to align an organization on the critical but competing demands of innovation.

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