

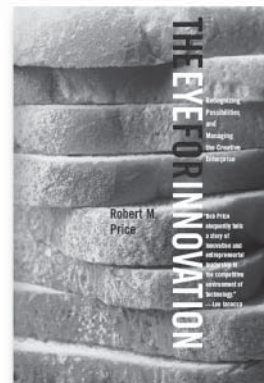
# Essential Reading for Your Executive Team or Your Next Executive Retreat

*Robert Price discusses the Seven Principles of  
Innovation for Incremental Growth*

## The Eye for Innovation

*Recognizing Possibilities and Managing the Creative Enterprise*

Robert M. Price



Innovation is synonymous with problem solving, and the basic elements of innovation apply to any business, says Robert M. Price in this essential guide for managers of organizations large or small. Distilling a set of practical principles from his forty years of experience as a pioneer in the computer industry, the author shows that innovation can be learned and practiced by everyone, that it can offer solutions to everyday problems as well as high-profile ones, and that it provides opportunities to solve business problems while meeting a variety of human needs.

### WHAT PEOPLE ARE SAYING ABOUT THE BOOK

“Robert Price gives us a simple formula for success: technology plus innovation equals a better society. Price shows us how to apply this formula to any field or endeavor and, most important, to any group of people dedicated to achieving a common goal. **It is a powerful read with lasting impact.**”—RICK WAGONER, General Motors Chairman & CEO

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**ROBERT M. PRICE** is president of PSV, Inc., a consortium of consultants specializing in technology commercialization and corporate strategy. He is the former CEO of Control Data and currently teaches courses on corporate innovation in Duke University’s Executive MBA program.

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