

CONTENTS

<i>Preface and Acknowledgments</i>	ix
Introduction: Serial Innovators and Why They Matter	i
1 Breakthrough Innovation in Mature Firms	14
2 The Processes by Which Serial Innovators Innovate	36
3 Customer Engagement for Breakthrough Innovation	70
4 Navigating the Politics of Breakthrough Innovation	89
5 Characteristics of Serial Innovators	112
6 Identifying and Developing Serial Innovators	135
7 Managing Serial Innovators for Impact	152
8 Love Letters to Our Customers: Serial Innovators, Aspiring Serial Innovators, and All Those with and for Whom They Work	183
Appendix: Interview Suggestions for Identifying Potential Serial Innovators	203
<i>References</i>	209
<i>Index</i>	213