



The Google Model: Managing Continuous Innovation in a Rapidly Changing World (Management for Professionals)

By Annika Steiber

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This book shows how companies like Google have reinvented the common practice in management in order to continuously innovate in fast changing industries. With the ever-increasing pace of change, reinventing existing management principles could become a necessity and prove crucial in the long-term competitiveness of many companies. The book presents a unique synthesis of findings from leading research on long-term competitiveness in fast changing industries. The core of the study comprises an exclusive 1-year in-depth research study on the drivers of innovation at Google and includes examples on how Google has translated the reinvented management principles into practice. The book also offers key action-points to help practitioners in reinventing their own management models for continuous innovation.

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Review

From the book reviews:

“This book is about a different kind of innovation: leadership and management. Most orthodox theories on management innovation are still focused on better and faster measurements and controls. ... The author has done a brilliant job of showing what the ingredients of such a new management theory could entail, and how they are applied at one of the most successful companies in history: Google. ... It is especially suitable for the intended audience: policymakers, managers, union representatives, and public officials.” (Klaus K. Obermeier, Computing Reviews, January, 2015)

From the Back Cover

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About the Author

Annika Steiber, PhD Researcher, Lecturer and Advisor in Management and Organization. Dr. Steiber is an international authority in the field of management and the author of several award-winning articles and books. She has over 18 years of operational experience in creating growth for both start-ups and larger companies in the private sector. Currently she is the Founder and CEO of INNOWAY and works as a lecturer, researcher and advisor. In her consultancy work she is affiliated with Berkeley Research Group, founded by thought leader professor David Teece and with Strategos, founded by thought leader Gary Hamel. Dr. Steiber is the author of "The Silicon Valley Model" (Springer, 2016).

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