



# **Summary: Driving Growth Through Innovation - Robert Tucker: How Leading Firms Are Transforming Their Futures**

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**Complete summary of Robert Tucker's book: "Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures".**

This summary of the ideas from Robert Tucker's book "Driving Growth Through Innovation" shows how the best and only way to actually grow a company is to innovate – to offer customers something new. In his book, the author explains how innovation increases revenue as new and existing customers will buy more of what you have to sell. No amount of reengineering or fine-tuning operational efficiencies can have the same impact as innovation. By reading this summary, you will learn how to use innovation to increase the growth of your company.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "Driving Growth Through Innovation" to discover why innovation is the only key to growing your organization and how you can implement it.**

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