

The Three-Box Solution Playbook

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Synopsis

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From the *New York Times* best-selling author of *Reverse Innovation*, Vijay Govindarajan, comes a new, comprehensive playbook for developing your corporate strategy for the future. In his seminal book *The Three-Box Solution*, Vijay Govindarajan offered an amazingly simple and highly effective framework for leading innovation:

- Execute the present core business at peak efficiency (Box 1)
- Avoid the inhibiting traps of past success (Box 2)
- Build a future day by day through breakthrough innovations (Box 3)

 Since its publication, companies across the globe have used the three-box framework to great success. Now, along with Manish Tangri, a corporate dealmaker, Govindarajan goes deeper into the most crucial box of all: creating the future. Together they provide a scalable and repeatable process for companies to create new breakthroughs - from ideation through incubation to scaling. Full of worksheets, exercises, tools, and examples, *The Three-Box Solution Playbook* is the guide you and your team need to drive innovation and growth - and continually revitalize your company.

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