Innovation requires purpose, commitment, new methods, and fearless execution. It requires moving beyond known business models and products, towards customer insight-driven opportunities for value and growth that sustain businesses and brands.

The Change Maker’s Playbook is written for leaders who understand the world is changing in ways that will affect their mission and bottom line. They operate with urgency – knowing that creating new forms of value and growth is non-negotiable, and with purpose – wanting to solve unmet market needs to benefit all stakeholders. They are passionate about having an impact, and learning from those of like-mind who can offer encouragement and field-tested advice to succeed at work that feels risky, rewarding, and often uncomfortable. This book offers leaders a roadmap for finding the right ideas and navigating the complexities and risks of implementing innovation.

Amy J. Radin is a nationally recognized Fortune 100 Chief Marketing and Innovation Officer, adviser and investor, board member, and thought leader on how to deliver innovation for sustainable, business-changing impact. She has been at the forefront of rewiring brands for growth, and now applies her expertise working with executives to reduce the ambiguity and uncertainty, and realize the benefits of innovation. She built a track record of success moving ideas to performance at Citi, American Express, E*TRADE, and AXA.

Paul B. Carroll is the Editor-in-Chief of Insurance Thought Leadership, a digital publishing platform that is a catalyst for change in insurance and risk management. A thought leader on innovation, Paul is a co-founder of and partner with the Devil’s Advocate Group, a strategy consulting boutique.

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