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# Corporate Innovation In The Fifth Era: Lessons From Alphabet/Google, , Apple, Facebook, And Microsoft



## Synopsis

Over the last 30 years a host of new technologies have begun to change every industry driving us into a new era of human existence. The companies who have been most able to tap into these new innovations have become the most highly valued companies in the world. To do so, they have created a new approach to corporate innovation. In *Corporate Innovation in the Fifth Era*, Silicon Valley insiders Matthew C. Le Merle and Alison Davis share the lessons they have learned from two decades of interaction with Alphabet, , Apple, Facebook and Microsoft as well as other leading companies. The authors describe this new approach so that every company can be ready as we enter the Fifth Era.

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Enterprise

## Customer Reviews

I believe that mostly everybody who runs a business or is part of a huge corporation has gotten stuck at least once while trying to solve a problem in a creative way. I think the ability to deal with such obstacles is not a common skill, hence it's so desired nowadays in a world

overwhelmingly changing at a high-pace. The authors of the book approach the issue gracefully, outlining the topic with appropriate knowledge, experience, and great dose of writing skills. The book is easy to read, presents opinions as well as facts supported by relevant researches. Therefore, I had a feeling that it was a credible, low-risk reading without redundant moralism or visionary-like style of a typical guidebook. Persuasive examples of companies that made it right and tips on how to become one of such examples one day. I highly recommend.

I believe that there are multiple groups that may not only enjoy reading *Corporate Innovation in the Fifth Era*, but also benefit from it. All stories outlined by the authors are just great examples of out-of-the-box thinking applied by their protagonists, which creates an eye-opening and valuable content for everyone who wants to stay relevant in a rapidly changing environment, like the one we live in. The book is a solid proof of a transition to the next level of humans' existence as entrepreneurs, managers and individuals, simply speaking. We all have to evolve to stay on top of our everyday tasks, not only those corporate ones. I would recommend the book to everyone who needs an update on how to introduce innovation to their business or company and to those who just need an update in general.

An excellent historical and modern day perspective on how Innovation and Disruption are the lynchpins of success for all businesses.

Excellent overview of best practices from a variety of recent technology-based break through businesses.

*Corporate Innovation in the Fifth Era* has two main objectives. Firstly, it tries to convince the reader that humanity is entering the Fifth Era of human development (preceded by hunter gatherer, agricultural, mercantile and industrial). Secondly, it tries to provide a framework for success in this new era based on an analysis of Google, , Apple, Facebook and Microsoft, which the authors have isolated as success stories. If you're already convinced that the main form of human interaction is evolving, and want to skip to the good part, try starting at Part 3. The main thesis is this: that in an era defined by rapid innovation at a pace that is unprecedented in our past, innovation must be a part of a business's core structure if that business hopes to succeed. The authors reference various studies and surveys to back up their thesis, which is presented clearly and concisely, and in a way that makes it easy to

refer back to the text when making important business decisions. Specifically, “Corporate Innovation in the Fifth Era” provides four main ways of working innovation into a business structure: Emphasizing top-down leadership, integrating innovation into business practices, encouraging a spirit of innovation on all levels of the company, and being open to external innovations as a way to continue to be relevant in this Fifth Era. What stands out the most in this book is the depth of the research, and the depth of thought that went into the strategies that are suggested. Having read this book, the reader feels empowered to start using these strategies in their own business; Merle and Davis provide a framework for change that is detailed enough to be easily executable without being so detailed as to be irrelevant to a majority of business leaders reading their book. I would recommend this book for any entrepreneurs trying to make it big in this Fifth Era.

We are entering the new Fifth Era of human development and the world is undergoing rapid changes to which the companies need to adapt in order to stay or become successful. Such is the general message of the brilliant book "Corporate Innovation in the Fifth Era". In this thought-provoking piece Le Merle and Davis trace the history of human development, beginning as early as the Hunter-gatherer Era, take note of the innovations reshaping our world, exploring how different living in the Fifth Era would be, finally they advise on how to take advantage of the new wealth creation opportunities resulting from the scientific breakthroughs and follow the example of innovative and extremely profitable corporations such as Google or . Basing on their experience as corporate advisors, consultants and investors, the Harvard and Stanford educated authors give readers valuable lessons on winning business strategies to be implemented in XXI century companies. The most important message to be remembered here: the innovations of the Fifth Era must be fully embraced by the firm's decision making panel for the company to win financial gains and get ahead of the competitors in the modern competitive economy. This book is a valuable read for entrepreneurs, experienced professionals and people from outside the industry alike. It helps to grasp the bigger picture of the disruptive forces changing our world and provides instructions on how to use them to one's advantage.

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