PM PUBLISHING NEWS

ENOVALE: How to Unlock Sustained Innovation Project Success

New book by Greg McLaughlin and Vinny Caraballo goes beyond the typical innovation book and outlines specific solutions and strategies

30 October 2013 – CRC Press has announced the publication of a new book titled ENOVALE: How to Unlock Sustained Innovation Project Success, by Greg McLaughlin and Vinny Caraballo. This new book, provides a validated strategy for implementing innovation projects following the ENOVALE™ methodology: envision the need, nominate, objectify, validate, align and adapt, link, and execute.

According to the CRC release: The text begins by explaining what strategy means in terms of innovation and how it can be transformative for products, processes, and services. After an overview of innovation, the book discusses a series of strategies for each of the three means of innovation. These strategies outline a systematic process you can use to initiate and conduct your own innovation projects.

The book includes numerous business examples that illustrate the authors’ philosophy, strategic elements, and success criteria. After reading this book you will gain a solid understanding of five time-proven implementation strategies that can be applied to any type of innovation project.

Dr. Greg McLaughlin is a recognized expert on sustained innovation success with an emphasis on design, development, and deployment. He has led and advised numerous innovation and improvement projects, in the consumer, medical, software, and aerospace industries, achieving both recognition and reward for his achievements. He created the ENOVALE® management/project methodologies for innovation success.

Dr. McLaughlin has held three executive positions with a strong background in science, engineering, and statistics. He is currently senior vice president of research and development at Global Targeting, an international strategy and advising firm dedicated to sustained innovation success.

Dr. Vinny Caraballo is an established expert in developing organizational programs that lead to sustained innovation success. Through his research and understanding of culture and how it impacts innovation, he has been able to successfully design methods such as ENOVALE that align people with processes that lead to predictable innovation outcomes. He is particularly focused on applying innovation methods into the services environment.

Dr. Caraballo is the CEO of Global Targeting, a management advisory firm focused on innovation and business transformation. He developed his expertise and honed his skills
through senior management positions at several global technology and consulting firms and involvement in entrepreneurial ventures. Consequently, he has advised clients and led teams in the United States, Latin America, and Asia. Prior to entering the private sector, he served as a U.S. Army aviation officer.

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*Source: CRC Press*