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Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge

Andrea Kates

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THE NEXT BIG THING IN BUSINESS INNOVATION?FROM THE NEXT GENERATION'S BRAND WHISPERER

What can an oil company (Pennzoil) learn from a great place to hang out (Starbucks) to create a new customer experience (Jiffy Lube)?

If you're a manager, an executive, or an entrepreneur, you understand that your business is unique, with its own challenges and rewards. But thanks to the new science of the Business Genome® process, you'll be surprised to see how many businesses share a similar "genetic" structure. And by understanding what works and what doesn't for your business's genomic type, you can play to your strengths, adapt to your weaknesses, and change the course of your company's future.

Business Genome project creator Andrea Kates calls it *Find Your Next*?a field-tested, customized blueprint for mapping out your business DNA in four powerful steps:

1. Sort through your options and assess your hunches.
2. Match your genome to other successful business models.
3. Hybridize your company by grafting new ideas with proven successes.
4. Adapt and thrive by breaking old habits and starting new trends.

This high-impact, transformative guide walks you through every step of the process, combining intuition and experience with statistical data and fascinating case studies. You'll learn how two unrelated businesses?Hyatt Hotels and Sharp HealthCare?discovered untapped opportunities in their customer experience.

You'll read how General Motors and OnStar hit the jackpot by examining something that wasn't there. You'll find in-depth interviews with GE's Mark Vachon, IndieGoGo's Danae Ringelmann, P.F. Chang's Rick Federico, and other leaders of innovation. And you'll learn how to crack the genetic code behind the six essential building blocks of business?product and service innovation; customer impact; talent, leadership, and culture; process design; trendability; and secret sauce.

Once you unlock the secret of your company's DNA, you can evolve your strategy, build your future, and find your next.

PRAISE FOR *FIND YOUR NEXT*

"When you add it all up this is indeed a time of great change and arguably much of what we know about management today is becoming obviated. Which is why *Find Your Next* is such a helpful contribution to every manager's arsenal. It embraces the shift from industrial models to models for the 21st century. And it's a great read?packed with great stories and tons of practical advice. Read, enjoy and prosper."
Don Tapscott, from the Foreword of *Find Your Next*

"Every great strategic thinker uses the ideas in this book... but it took Andrea Kates to write them down for the rest of us."
Seth Godin, author of *We Are All Weird*

”Andrea Kates is this generation’s new ‘brand whisperer’ and *Find Your Next* is the best toolkit for landing on your company’s ‘next.’”
Lane Cardwell, President, P.F. Chang’s China Bistro

“Andrea Kates’s ideas about the Business Genome project are cutting edge. They will completely transform the way we think about the impact of cross-organizational connections as a way to fuel business growth.”
James Fowler, author of *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives*, and Professor of Medical Genetics and Political Science/UC San Diego

“*Find Your Next* combines radical thinking, innovative insight and real world experience to give corporate leaders a powerful compass in this era of unprecedented economic challenge.”
Catherine Crier, former judge, journalist and *New York Times* bestselling author

“Years ago I thought about what was next for music fans and turned to lessons learned from NASCAR and the NFL (not other musicians) to come up with the inspiration for the Lollapalooza festival. That’s exactly what *Find Your Next* provides?an easy-to-follow guide to game-changing innovation based on cross-industry thinking.”
Perry Farrell, founder of Lollapalooza festival and legendary rock frontman for Jane’s Addiction

"The difference between a great idea and a great business result is the ability to integrate insights from lots of different sources and get an entire organization on board quickly. Kates is onto something truly novel?*Find Your Next* could easily become the new industry standard for innovation. A must-read."
Mark Vachon, GE Company Officer

"If you thought you've been thinking creatively about your business, get ready for a new ride. In her book, Andrea Kates describes the Business Genome approach?a radically fresh roadmap to infuse innovative change into your business. Pure magic."
Nick Pudar, Vice President Strategy & Business Development, OnStar

“Andrea has a deep technical understanding based on years of global experience in innovation combined with a rare talent for communicating important issues very simply. The approach she describes in *Find Your Next* is so easy to grasp?you’ll see things differently and be able to lead your teams in refreshing new directions.”
Herwig Maes, Director of Strategic Sourcing & Supplier Relationship Management, Johnson & Johnson

“*Find Your Next* is the missing book on every business leader’s book shelf that fits right between Michael Porter and Malcolm Gladwell. It’s the playbook we’ve been wanting for hands-on innovation.”
Emily Watkins, Sr. Vice President, Innovation & Product Development, Jones Lang LaSalle

“What every business leader wants is tomorrow’s news, today. Find Your Next provides exactly that?a manifesto for innovators based on time-tested techniques. Mandatory reading.”
Tom Stat, Executive Director, Edison Universe; Adjunct Lecturer, Farley Center for Entrepreneurship and Innovation, McCormick School, Northwestern University; and independent innovation consultant

“*Find Your Next* brings together a collection of insights and approaches that challenge everyone in an

organization?from the CEO to the front line?to be nimble and build new muscles for rapid innovation. It disrupts the patterns of incremental growth from traditional strategic planning. The result is a process that can get your organization to market faster and leapfrog the competition."
Alistair Goodman, CEO, Placecast

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Mary Redus:

In this 21st hundred years, people become competitive in each way. By being competitive currently, people have do something to make these people survives, being in the middle of the particular crowded place and notice by means of surrounding. One thing that at times many people have underestimated it for a while is reading. Yes, by reading a publication your ability to survive boost then having chance to stand than other is high. For yourself who want to start reading a book, we give you that Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge book as beginner and daily reading publication. Why, because this book is usually more than just a book.

Timothy Quintero:

This book untitled Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge to be one of several books this best seller in this year, this is because when you read this guide you can get a lot of benefit upon it. You will easily to buy this book in the book shop or you can order it by means of online. The publisher on this book sells the e-book too. It makes you more readily to read this book, since you can read this book in your Mobile phone. So there is no reason to your account to past this guide from your list.

Wayne Robinson:

Reading a book can be one of a lot of pastime that everyone in the world loves. Do you like reading book and so. There are a lot of reasons why people like it. First reading a publication will give you a lot of new information. When you read a reserve you will get new information since book is one of a number of ways to share the information or maybe their idea. Second, examining a book will make anyone more imaginative. When you examining a book especially tale fantasy book the author will bring that you imagine the story how the people do it anything. Third, it is possible to share your knowledge to others. When you read this Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge, you can tells your family, friends in addition to soon about yours guide. Your knowledge can inspire the mediocre, make them reading a book.

Kyle Reese:

In this era which is the greater person or who has ability to do something more are more valuable than other. Do you want to become among it? It is just simple solution to have that. What you need to do is just spending your time not much but quite enough to experience a look at some books. On the list of books in the top listing in your reading list is usually Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge. This book and that is qualified as The Hungry Hillsides can get you closer in growing to be precious person. By looking upward and review this guide you can get many advantages.

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