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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.

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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/Google, Amazon, Apple, Facebook and Microsoft, as well as other leading companies. The best-selling authors describe this new approach so every company can be ready as we enter the Fifth Era.

Corporate Innovation in the Fifth Era — FIFTH ERA

In "Corporate Innovation in the Fifth Era," 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.

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Corporate Innovation in the Fifth Era by Matthew C. Le ...

In this best-selling book, the co-authors of Corporate Innovation in the Fifth Era reveal the lessons to be learned from the most innovative companies: Introduction to the disruptive innovations that are changing the world around us Understanding of how the most innovative companies are building ...

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Corporate Innovation in the Fifth Era functions on the premise that we are living in a “ dramatic transition between the Industrial Era and a new Fifth Era being driven by the Digital Revolution, Biotechnology Revolution, and a host of other disruptive technologies...that will transform the way humans exist on the planet. ”

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