



Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses

Gary Shapiro

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New York Times • *Wall Street Journal* • *USA Today* Bestseller

Taking readers inside the most cutting-edge businesses, *Ninja Innovation* is the ultimate guide to achieving victory in today's innovate-or-die economy

Gary Shapiro has observed the world's most innovative businesses from his front-row seat as leader of the Consumer Electronics Association and its influential annual trade show, the International CES. Now he reveals the ten secrets of "ninja innovators" like Apple, Amazon, Google, Microsoft, and many others.

What does it take to succeed? Discipline. Mission-oriented strategy. Adaptability. Decisiveness. And a will for victory. In short, today's most successful businesses are "ninja innovators." Drawn from Gary Shapiro's three decades of experience leading the consumer electronics industry, *Ninja Innovation* takes readers behind the scenes of today's top enterprises, uncovering their ten essential strategies for success.

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