Creative Construction: The DNA of Sustained Innovation

ROBERT D. ATKINSON | JANUARY 2019

In a review for the New York Journal of Books, Rob Atkinson writes that anyone involved in managing any organization, large or small, is likely to find much to appreciate in “Creative Construction: The DNA of Sustained Innovation” by Gary P. Pisano.

In a review for the New York Journal of Books, Rob Atkinson writes that “Creative Construction: The DNA of Sustained Innovation” by Gary P. Pisano is a welcome addition to the debate over whether large companies can remain innovative. Further, it provides a detailed roadmap for how large organizations can become and stay innovative. As such, this book is not for everyone, although it is well written and a compelling read. But Rob writes that anyone involved in managing any organization, large or small, is likely to find much to appreciate in Creative Construction.