

Duschlbauer | Lanz | Hattmannsdorfer

INNOVATION GUERRILLA



in a nutshell



MIDAS MANAGEMENT VERLAG

»Innovation Guerilla in a Nutshell«

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Authors: Thomas Duschlbauer, Walter Lanz, Armin Hattmannstorfer

Translation: Stephen Sokolof, Thomas Duschlbauer

Midas Management Verlag AG, Dunantstrasse 3, CH 8044 Zürich

Mail: kontakt@midas.ch / Website: www.midas.ch

facebook.com/midasverlag

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Foreword

“Renew change! Change renewal!” The banners of the Innovation Guerillas display this motto. Only by doing that will we be able to shape the future ourselves and not leave that task to others – to people whose sole aspiration is to speculate with an ever increasing number of factors that can determine human destiny. Only by doing so can we assure that change does not become the sole invariable feature of life. Innovation Guerilla struggles to prevent the realization of this unappealing eventuality. For that reason it does not begin with the competence to develop a new material, calculate a new formula or define a new target group. Rather it begins with the individual and his attitude towards his environment and towards the things he explores in greater depth. Innovation Guerilla provides us with the tools, sensors and stratagems that we need to recapture the lost territory which others have long ago abandoned– namely the dominion over our talents and abilities, and in general over that which makes us so unique and so valuable for bringing about real, meaningful change.

The process of self-awareness is an arduous, never ending task. It does, however, lead to a form of knowledge that no expert has been able to claim as his exclusive domain or to capture in contorted specialist terminology. That is why it has taken a great deal of time to write this book. Fragments of it have been previously published, exposed to criticism, revised and finally it has been published in the present form.