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Chairman, President & CEO at HARMAN International

Dr. Govindarajan brilliantly defined an innovation framework that aligns with HARMAN's own practices in his latest book, *Three Box Solution: A Strategy for Leading Innovation*. Striking the balance between Innovation (box 3) and Execution (box 1) has enabled HARMAN to successfully evolve from an automotive supplier to technology leader (box 2). I strongly believe that Linear innovation provides the daily fuel to drive the corporation, while exponential innovation is the jet engine that propels a corporation to sustained growth.

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The Three-Box Solution: A Strategy for Leading Innovation

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