

## The CEO's Innovation Nightmare

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When chief executives yell "innovation" in the forest, but their management teams cover their ears, did they really yell anything at all?

Enjoy!

[http://www.businessweek.com/print/managing/content/sep2010/ca2010099\\_328585.htm](http://www.businessweek.com/print/managing/content/sep2010/ca2010099_328585.htm)