



# Orbit-Shifting Innovation: The Dynamics of Ideas that Create History

*Rajiv Narang, Devika Devaiah*

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**Orbit-Shifting Innovation: The Dynamics of Ideas that Create History** Rajiv Narang, Devika Devaiah  
"The Dynamics Of Ideas That Create History" Orbit-shifting innovation happens when an area that needs transformation meets an innovator with the will and the desire to create, and not follow, history. At the heart of every orbit-shifting innovation is the breakthrough that achieves a transformative impact. Businesses, social enterprises and even governments need orbit-shifting ideas to create a transformative impact. But how does that ground breaking idea come about, and what translates it into actuality? Charting the vast global landscape of orbit-shifting innovation and using unique examples from prominent businesses, the social sector, entrepreneurs and public services - spread across US, UK, Europe, Africa and Asia - the authors build insight into the key drivers behind taking on a transformative challenge and provide a unique framework to navigate the pitfalls and challenges in making it happen. Orbit-shifting innovation empowers everyone to overcome the obstacles to innovation and provides the tools to maximize the impact of transformative change. The inspirational examples and tools for success compel leaders and entrepreneurs to not only pursue impossible challenges but lead the successful journey from conception of an orbit-shifting idea to actually creating history.

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