

Brick By How Lego Rewrote The Rules Of Innovation And Conquered Global Toy Industry David Robertson

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How LEGO made its Resurgence from Bankruptcy | Dienamics
“Lego’s revival has been called the greatest turnaround in corporate history. A book devoted to the subject, David Robertson’s Brick by Brick: How Lego Rewrote the Rules of Innovation, has become a set business text. Sony, Adidas and Boeing are said to refer to it. Google now uses Lego bricks to help its employees innovate.”
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Brick by Brick reveals how LEGO failed to keep pace with the revolutionary chan By following the teams that are inventing some of the world's best-loved toys, it spotlights the company's disciplined approach to harnessing creativity and recounts one of the most remarkable business transformations in recent memory.
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A new book, Brick by Brick: How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry, has traced how Lego made its recovery from the brink of bankruptcy by returning to its roots. In this book, Wharton professor David Robertson revealed how the Danish toy maker made resurgence from near bankruptcy by returning to its niche.
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“Brick by brick” reveals how LEGO failed to keep pace with the revolutionary changes in kids' lives and began sliding into irrelevance. When the company's leaders implemented some of the business world's

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Sometimes radical yet always applicable, Brick by Brick abounds with real-world lessons for unleashing breakthrough innovation in your organization, using LEGO--which experienced one of the most remarkable business transformations in recent history--as a business model. As LEGO failed to keep pace with the revolutionary changes in kids' lives and began sliding into irrelevance, the company's ...

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