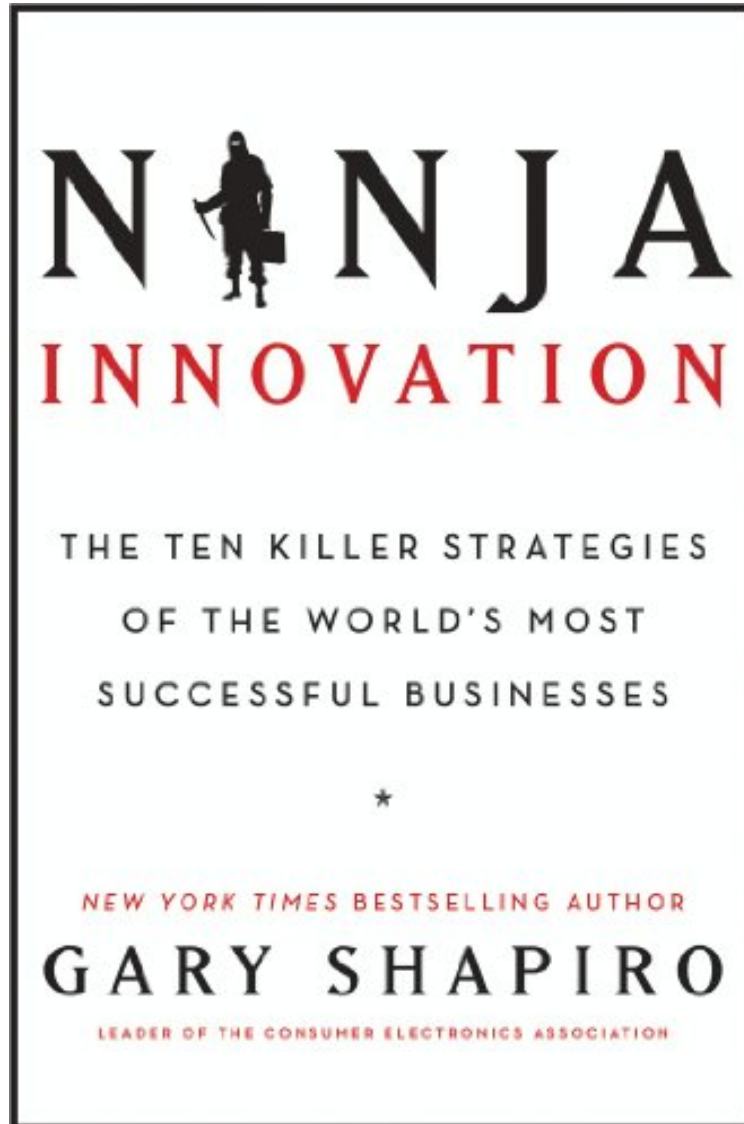


# Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses

Gary Shapiro

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**Gary Shapiro : Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses:

7 of 7 people found the following review helpful. A World Player!By Robert S. ReisWe all want to be part of a movement that improves not just your industry but, the whole world. Many of us try, but very few are even invited to be at such a table. Gary Shapiro has done this twice. First, he did this with his team's unbelievable success in defining

[and prototyping] the world standard for high definition television [HDTV]. Second, he now does this every year with the CEA [Consumer Electronics Association] team's continuing reinvention of the trade show formula to keep the Consumer Electronics Show [CES] the 150,000 person strong happening [and media machine] that it is. As consumers all and as our workday ends we get to appreciate both achievements as we watch a movie, surf the Internet or listen to some music. Thank you, CEA. In Gary's new book, *Ninja Innovation*, we get a peek at what it takes to contribute to such striking successes. Of course, Gary lets us believe through the book's various vignettes that it is others who teach him the strategies for success. But, when you are a player on two world championship teams, you probably have some personal insights that the rest of us want to know. There are many educational vignettes in this book of how the Consumer Electronics industry got to be \$1 Trillion strong. But, the premium story is the background on his HDTV Strike Force. It is a wonderful piece with many lessons for all. This was a top-talent, SWAT effort to pull away from mediocrity to define a best-quality presentation standard for the masses in an environment in which there were many who were accepting of compromise. [Every time I watch HDTV, I continue to be amazed how good it looks.] To quote Gary, "The HDTV story is one of a great strike team composed of individuals from both government and the private sector who individually and collectively had a positive, worldwide impact on a technology whose importance continues decades later. "Get this book! Within are many lessons on how we can all become world-changing innovators. 1 of 1 people found the following review helpful. How to Succeed in Business Without Really Spying By Robert James Ninjas were 16th century James Bonds who were tapped by their samurai masters for the dirty work of spying, sabotage and assassination. Gary Shapiro, head of the Consumer Electronics Association, thinks ninjas created the die from which today's business winners are cast. He draws out that comparison entertainingly in his new 250-page book "Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses." "Ninja innovation is my catch-all phrase for what it takes to succeed," Shapiro writes in the introduction. "You have to display the qualities of the ancient Japanese ninja, whose only purpose was to complete the job. He wasn't bound by precedent; he had to invent new ways." In defining ninja innovation, Shapiro offers a quasi-memoir that might have been titled "My Life in Consumer Electronics." The stories are fun and the major characters--including Bill Gates, Jeff Bezos, Mark Cuban and Mark Zuckerberg--mostly notable. From the book we learn that business innovators, though not literally given to spying, like James Bond are particularly single-minded. They don't think twice about breaking the "rules of the game" to win. Shapiro scatters among the lessons lengthy gripes about US immigration policy, government regulation and unions, leftovers from his first book, *The Comeback*. But the fresh material--especially his inside look at lobbying and the history of the Consumer Electronics Show--makes Shapiro's new book worth reading. In an interview, I asked him whether business success demands that you play the tough guy. "Absolutely not," Shapiro replied. "In fact, that's a recipe for not being successful. Instead, you have to think like a ninja. You have to be clever, creative, and think outside the box. You have to set a goal and relentlessly pursue it. You have to have a plan and a strategy and you have to be focused." 0 of 0 people found the following review helpful. Great Book By BW Very insightful, gives lots of great examples and applications to business. Overall I would highly recommend this book as it is a great quick/easy read with lots of application.

Innovate or die For thirty years, Gary Shapiro has observed the world's most innovative businesses from his front-row seat as leader of the Consumer Electronics Association. Now he reveals the ten secrets of "ninja innovators" like Apple, Amazon, Google, Microsoft, and many others. What does it take to succeed? Discipline. Mission-oriented strategy. Adaptability. Decisiveness. And a will for victory. In short, today's most successful businesses are "ninja innovators." Drawn from Gary Shapiro's three decades of experience leading the consumer electronics industry, *Ninja Innovation* takes readers behind the scenes of today's top enterprises, uncovering their ten essential strategies for success. As head of the Consumer Electronics Association and its influential annual trade show, the International CES, Shapiro has worked with the most innovative companies in history--Intel, IBM, and Samsung, to name a few--focusing on creating policies and events that produce revolutionary products year after year. He has learned the key strategies that have guided these businesses to record-breaking profits, as well as the traps that have led so many others to crushing failure. In order to stay in front of the pace of innovation, Shapiro observes, top companies must operate as an elite strike force--just like the legendary medieval warriors known as ninjas. Ninjas weren't called upon to do the ordinary; they had to perform truly extraordinary tasks, while risking everything. As a highly trained martial-arts black belt himself, Shapiro mines the valuable insights of these centuries-old warriors to spotlight the secrets of agility, creativity, decisiveness, and reinvention that are essential for twenty-first-century leaders seeking breakthrough success. Taking readers inside the most cutting-edge businesses, *Ninja Innovation* is the ultimate guide to achieving victory in today's innovate-or-die economy.

"Gary Shapiro's approach to business success is exactly what the American spirit is all about--impatient, bold, and agile. It's what propels the most innovative companies, keeping us around for the long haul, as we continue to transform and make meaningful progress in the world." (URSULA BURNS, Chairman and CEO of Xerox Corporation) *Ninja Innovation* is a must read for anyone who wants to understand the secrets

to successful entrepreneurship in a world of rapid innovation. Pandora is popular because we are agile, and have always remained intensely focused on what's best for listeners, and artists." (TIM WESTERGREN, Co-Founder of Pandora radio) "With Ninja Innovation, Gary Shapiro has boiled down the mystery of business success to its foundational precepts: Risk, passion, failure, and, above all, innovation. Having spent 30 years at the Consumer Electronics Association, Gary knows what it takes to create a successful business and change the world." (NOEL LEE, Founder and CEO, Monster Cable Products, Inc.) "Top-notch. . . Shapiro argues that companies should demonstrate the same agility, laser-like focus, and strength as ninjas." (Publishers Weekly) About the Author Gary Shapiro is the president and CEO of the Consumer Electronics Association (CEA), the U.S. trade association that represents more than two thousand consumer electronics companies, and owns and produces the annual International CES, the most important innovation-oriented trade show in the world. As head of the CEA for more than three decades, he has effectively ushered the consumer electronics industry through major periods of technological upheaval and transformation. Shapiro is the New York Times bestselling author of *The Comeback: How Innovation Will Restore the American Dream*. A regular columnist for the Huffington Post, Forbes, and the Daily Caller, he has been featured in the Wall Street Journal, the New York Times, and the Washington Post. He also appears regularly on Fox News, CNN, CNBC, and C-SPAN. He is a graduate of Georgetown University Law Center. He splits his time between Detroit and Washington, D.C., and is married to Dr. Susan Malinowski.