



Unleashing Innovation: How Whirlpool Transformed an Industry

Nancy Tennant Snyder, Deborah L. Duarte

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In publications such as *BusinessWeek* and *Fast Company*, the media have celebrated Whirlpool's transformation into a leading-edge innovator and Nancy Tennant Snyder's role as chief innovation officer. Ten years after this remarkable transformation, *Unleashing Innovation* tells the inside story of one of the most successful innovation turnarounds in American history. Nancy Tennant Snyder and coauthor Deborah L. Duarte reveal how Whirlpool undertook one of the largest change efforts in corporate history and show how innovation was embedded throughout the company, which ultimately lead to bottom-line results.

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