



entrepreneur
Success SERIES

Welcome back to a celebration of what's right with the world!

Continuing with our theme of *Entrepreneurship*, we delve this month into the importance of the role of innovation in the journey of an entrepreneur and the manner in which it impacts business outcomes.

Look upon this edition as an entrepreneurship coin. One side showcases the process of Innovation from a rigorous academic perspective, while the other demonstrates how the legendary Steve Jobs leveraged innovation for unparalleled business success.

Warmly,

[The Editorial Team](#)



[Video Case Study](#)
Apple Inc. - The Missionaries of Excellence



iMac. iPhone. iPod. iPad. iTunes. And more. Each one of them, through single-minded innovation, has redefined entire industries. This video takes you through that inspiring journey.

That there are one billion plus Apple devices on this planet tells how a technology product turned into a consumerist obsession. [More.](#)



[Entrepreneur Success Series](#)
[Innovation - An Essential Tool for Entrepreneurship](#)

Taking forward the thread from our [previous issue](#), we discuss how and why relentless innovation is intrinsic to an entrepreneur's journey. It is as much about a hunger for positive change as it is about chasing higher efficiencies and profitability.

Innovation is not about a hazy, feel-good, shot-in-the-dark approach. It is about discipline. Get to know why a framework-based approach is necessary to attain success in pursuit of innovation. [More](#)

Sattva Archives



January 2017
[The Whole Foods Market - The Epitome of Stakeholder Centricity](#)



December 2016
[Jaipur Rugs](#)
[Weaving Together a Rooted Enterprise](#)



November 2016
[Interface Inc.](#)
[Reinventing a Successful Enterprise](#)



October 2016
[ITC Limited](#)
[The Strategic Transformation](#)

[Click here](#) to include your friends on the SATTVA mailing list



