

INDEX

- Accountability, 90
- Account executives, 76
- Algorithms, 22, 55, 61, 87, 93, 104
- Al-Qaeda, 23
- Amazon, 106
- Anchoring, 41, 43
- Artificial intelligence (AI), 86, 107
 - algorithm, 60
 - applications, 61
 - black boxes, 92–94
 - operations, 88
- Availability heuristic, 41
- Behavioral prism, 91
- Big Data and Analytics, 85
- Biometrics, 109
- Black swans, 8
- Blame game, 78–80
- Blockchain, 85
- “Bricks and mortar,” 11
- Building trust
 - AI black boxes, 92–94
 - team, 88–92
- Cabinet Secretary’s Advisory Group (CSAG), 98
- Category management
 - concept, 15, 16
- Centre for Secure Information Technologies (CSIT), 68
- Challengers, 10
- Charismatic leadership, 31–33
- Cignifi Inc, 9, 10
- Cloud-based solution, 10
- Coca-Cola, 10, 11, 45
- Code of Conduct, 48–52, 86
- Cognitive biases, 40
- Collaboration, 25–29
- Commonwealth Bank of Australia, 24
- Confirmation bias, 40
- Conflict of interest, 38
- Customer-centric view, 17
- Customer/consumer-based sectors, 13
- Data, 70–74
- Data-driven transformation, 13–22

- Data monetization
 - platform, 9
- Data quality, 21
- Data science, 59, 77, 89
- Decision-making, 39–44
- Defence Science Advisory Council (DSAC), 27
- Dependability, 90
- DIANA, 54
- Digital transformation, 13–22
- DNA databases, 109
- Electronic point of sale data (EPOS), 16
- Emirates, 18, 19
- Expedia, 18
- Facebook, 91, 107
- Gartner Hype curve, 83–86
- Generous generalists, 39
- Genetic fingerprints, 109
- Google, 36, 91, 107
- Heuristics, 40, 41
- Horizon scanning, 96
- Impedance problem, 25, 26
- Incremental improvement, 7–13
- Innovate UK, 68
- Innovations, 9
- Integrated Knowledge Centers (IKCs), 68
- Intellectual property, 59
- Internet of Things, 66
- Internet penetration, 11
- Leadership, 21
 - behavior, 39–44
 - charismatic leadership, 31–33
 - code of conduct, 48–52
 - creative people, 33–37
 - decision-making, 39–44
 - frameworks, 44–48
 - presenting and inspiring others, 53–56
 - rationality, 39–44
 - strategies, 52–53
 - strategy team, 37–39
- London Innovation Lab, 24
- Loyalty, 76–78
- Management training, 74–76
- Managing out, 80–82
- Marketing hype, 86–88
- Mathematics, 59, 77, 94, 95
- Missed moments, 95–99
- Models, 17, 70–74
- Mobile banking, 9
- Mobile network operator (MNO), 9, 10
- Networks, 23, 28
- Not a Number (NaN), 58
- “Nudge,” 42
- Ocado, 11
- Oncology Expert Advisor, 86
- Online missions, 18
- Open innovation
 - networking, 22–29

- Open network innovation, 21
- Oxford-Munich Code of Conduct, 51, 108
- Paradigm change, 7–13
- “Pathways to impact,” 77
- Pepsi, 10, 11, 18
- Product categories, 16
- Rapid prototyping, 57–59, 80
- Rationality, 39–44
- R&D programmes, 7, 23, 25, 33, 51, 67
- RegTech, 24
- Representativeness
 - heuristic, 41
- “Requirements-led” thinking, 27
- Responsibilities, 99–102
- Rolls Royce approach, 72
- Scarcity heuristic, 40
- Shopper “missions,” 17
- Skyscanner, 18
- Spectrum of behavior, 91
- Status quo bias, 41
- Stock keeping unit (SKU), 16
- Succession planning, 99–102
- Sunny Delight, 10, 11
- Supermarket chains, 15
- Supply-centric view, 17
- Taliban, 23
- Tesco, 11, 12, 65
- Tex-Mex meal
 - component, 73
- Trade secrets, 61, 62
- Transformational leadership, 32
- Transformational mission, 20
- Transformations, 5–7
- Transparency, 90
- Trust, 91
- Twitter, 22, 91
- Unknown unknowns, 8, 110
- Vendors, 15
- Walmart, 65
- Webvan, 12
- “Wide and wise” portfolio approach, 27
- “Willingly,” 6
- World Bank, 90