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*Assessing and Measuring Innovation* is part one in a 5-volume series investigating why some innovations have proven to be exponentially influential and identifying which elements matter most in transforming brilliant ideas into practical ones. Based on hard data from thousands of enterprises and penetrating insights from professional innovation consultants, this volume guides business leaders through a critical self-assessment prior to the launch of any innovative project. The InnoSurvey™ introduced in this series represents the world's largest database on business innovation.

Over the past two decades, Innovation360 founder Magnus Penker has counseled countless enterprises on making innovation profitable, executing digitization and the global implications of new business models. He was recognized as “CEO of the Year” in 2016 for his achievements in Innovation and Growth Strategies. While devoting time to helping others, he successfully launched 10 startups and turned around more than 30 businesses throughout the continent of Europe.

Innovation360's mission is to support and strengthen the global innovation capability needed to address humanity's grand challenges: Food, Energy, Water, Security, Global Health, Education, Environment, Poverty and Space; something we share with all our licensed practitioners as well as strive for internally. The aim is, therefore, to help 1 million+ entrepreneurs, companies, executives and scientists to become world-class innovators through our unique innovation measurement tool and database, InnoSurvey™, as a free-to-all digital online service. This is complemented by an enterprise tool and specialist services provided by our consultants, as well as licensed practitioners all over the globe.

The beauty is that the more we do, the more our licensed practitioners do and the more value we provide while earning profits at the same time. This allows us to invest even more in evidence-based innovation management and help millions of entrepreneurs to make the world a better place as they use sustainable innovation solutions to solve the grand challenges facing humanity.