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**August 25th 2014: Innovation in Established Businesses,
Where to Start**

Entrepreneurship and Innovation typically go hand in hand as one creates a product or service, but can sometimes get lost as one establishes and then begins to grow their business. To uncover how a business can be re-energized through innovation, the hosts of The Second Stage are pleased to welcome today's guest, Dr. Jeff DeGraff, dubbed the "Dean of Innovation" through his work as both a Professor of Management and Organization at the University of Michigan over the past 25 years as well as advisor to many of the world's leading corporations. During this episode, learn what business owners

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Featured Guest



Dr. Jeff DeGraff

Dr. Jeff DeGraff, Professor of Management and Organization, Ross School of Business, University of Michigan. He is an author, speaker and advisor to hundreds of the top organizations in the world using the Competing Values Framework that he co-created, on how to grow, change and ultimately move forward to see positive results. He is called the Dean of Innovation because of his influence on the field. Jeff's ideas have gained such a following that he created the Innovatrium, an innovation institute in the heart of the University of Michigan's campus. His talent for breaking down the steps needed to innovate effectively also prompted him to write a slew of successful books, including his most

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