Inove ou Morra

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Author: Luiz Guimaraes
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The Book Inove ou Morra (2018), “Innovate or Die” in a free English translation, Guimarães, introduces a proposal that seeks modernize and innovate companies to adapt them to the digital age, focusing mainly on customers. The author gave the name of "Digital Reengineering" to the concept.
The book brings reflections that help us to better understand the changes and their causes, showing us what to do about them. In addition, it still states that you do not have to be a startup to develop news!

Score

9

8 Aplicability
9 Inspiration
10 Innovation
10 Impact on results
9 Structure

Main ideias of the book

According to Luiz Guimarães, the book Inove or Morra seeks the following reflections:

- To present the abrupt change in our ways of working, consuming, studying, relating and entertaining;
- Understand what is causing it;
- Inform how to connect and convince the new consumer style;
- Count on how to innovate your company without having to renew the employee base or your organizational culture;
- Understand your revenue using new technologies to leverage your business.

For whom is this book suitable?

The book is dedicated to all entrepreneurs who need to seek innovation and adapt their enterprise to the new digital era!
However, the book is also suitable for all who seek to increase their knowledge base on the main technologies of today's world.

Overview of the book

Problem Definition

Technological progress and the implementation of several new products on the market is causing changes in the habits and way of living of the people, and this is no secret. Can you imagine yourself without your smartphone? Difficult, isn't it?
According to Luiz, this trend of change will only gain strength, as technological advances are rampant. In this sense, the author states that even natives of the current digital generation will need to relearn to use different things than they are already accustomed to.
He describes that all generations will sooner or later incorporate into their culture the new technologies of their era. Guimarães also points out that this changes the expectations, behaviors and demands of new buyers.
Marketers,for example, are already aware this, as Philip Kotler for example, who brings in his book Marketing 4.0 a new sales approach called digital marketing.

In the past, people could only watch a movie if they went to a movie theater. But with the evolution of technology, DVDs have emerged and convenience has increased. And why stop there? Nowadays we have video streaming services such as Netflix.

Experience versus Convenience

The author portrays that marketing techniques are often used to depict the experience of a product or service, but rarely point out the product or service convenience.
He says that innovating is increasing the level of convenience. For this, it is necessary to redesign the value proposition that your brand is able to deliver. Luiz uses an example to make this reflection clearer.
In the past, people could only watch a movie if they went to a movie theater. But with the evolution of technology, DVDs have emerged and convenience has increased. And why stop there? Nowadays we have video streaming services such as Netflix.
In this way, people began to watch movies in the comfort of their homes, no longer having the inconvenient need to go to the cinema at a specific time to just enjoy a cinematic experience.
In this way, the author portrays that in order to keep us in the market, we do not necessarily need to develop a new form of experience (such as a startup), but to provide greater convenience and meet new expectations to the customer.

Building Convenience

How to improve your brand's coexistence?
Luiz points out the three main points that must be tackled for this:

- Time Economy: what is more important for people than time in the present day? The rush is great, so take advantage of this feature to innovate;
- Effort Reduction: convenience is the key to reducing the effort that a person needs to give up to use some product or service;
- Control over the operation: Customers seek control over the products or services. As in the example of the film, quoted by the author, a person can pause the movie and continue watching later, but in the cinema he/she will not have that option.

The Third Digital Revolution

The world has gone through two digital revolutions. The first one happened between 1940 and 1960, the same period the Mathematical Theory for Communication was developed, which originated the network information exchange protocols.
The second one happened between the 70's and 90's, when several technologies were developed that brought some comfort and gave rise to market niches, such as computers, videogames, electronic music (discs and tapes), internet and ERPs.
According to the author, nowadays we are living the third digital revolution, focused on mobile, intelligent, accessible, communicative, social and global technology.
The new types of technology are numerous and do not stop appearing. In this book, Luiz points out the chronological evolution of these innovations in two different tables.
The first one points out the events and scientific discoveries of the 2000s, while the second one is its continuation and presents the expansion of technologies until the year 2016. Below is a compilation of these tables with some of the major advances of the last two decades.
According to Guimarães, these technological achievements do not compare with those that are yet to come. He also points out that the Third Technological Revolution is the greatest and most complete and impressive experience we have ever experienced!
It can be divided into ten major groups:

1. **Mobile;**
2. **3D printer;**
3. **Big Data;**
4. **Cloud computing;**
5. **Process Mining and Data Mining;**
6. **Blockchain;**
7. **Smart Construct;**
8. **Deep Learning;**
9. **Augmented Reality and Virtual Reality;**
10. **Internet of Things.**

All of these technologies are strongly related to innovation and have also boosted the emergence of various startups.

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Democratization of technologies

The popularization of technologies and the massive use of new digital resources allowed the creation of several companies exclusively digital and closely linked to industry.
New technologies have changed people's habits and, consequently, the way we carry out our tasks and relate to each other. The speed of change is incredible!
In addition to the way we live, technological innovations have made it cheaper and easier to access devices and services. Luiz makes price comparisons of some products to exemplify.
In the case of the Drones, for example, the price range decreased by about 14,100% in six years from 2007 to 2013.

Importance for enterprises

According to the author, new technologies are of great importance and create conditions for new markets.
Luiz Guimarães says that there is a rich supply of products and services coupled with a great demand from new consumers and a strong distribution channel, all of which are consequences of new technologies.

Innovation with Digital Reengineering

What is the biggest challenge for companies today? Deliver greater value and differential to consumers. Any company that can not meet these requirements is doomed to failure or, as he describes in the book's title, die...

Processes Reengineering

Guimarães explains in his book the concept of Business Process Reengineering (BPR). This definition was developed in 1990 by Professor Michael Hammer.
Basically, the methodology seeks to plan a business aimed at improving efficiency in customer service systems and, above all, seeks to seek global competition.
Among the highlights of the methodology are:

- Rapid and flexible structures and processes;
- High quality and low cost deliveries;
- Optimized and focused results;
- Redesign of the business process.

However, as Luiz pointed out, the reality of the time did not allow for such results to be fully optimized, since the adaptation of old ideas and methods was not enough.
He states that the act of rethinking is extremely important to the success of a business. From this, he concludes that this action must be based on the possibilities of the future with the application of new technologies, and not on the adaptation of old ways.

Digital Reengineering

Based on the concepts of BRP and having in mind the rethinking and its relation with the new technologies, Luiz Guimarães proposes an appropriation and adaptation of the term, calling it Digital Reengineering (DR).
This new concept aims to improve the delivery of added value to the digital customer and also aims to improve the way of working from the use of new technologies. The DR seeks to direct the business based on four fundamental points:

1. Innovate through the observation and evaluation of the market and its disruptive and radical changes. Find out what the new market wants and make use of this premise.
2. Innovation needs to be appropriate to the current reality so that it can meet the expectations of digital consumers. Delivering value is delivering benefits and conveniences;
3. Application of new technologies in your business. Capacity and ability to innovate from them, aiming at production speed, cost reduction and high quality;
4. Optimization and expansion of business through the use of automated and robotic processes, as well as the rise of Artificial Intelligence.

The 7 Principles of Digital Reengineering

The author presents in the book the seven principles for application and design of Digital Reengineering. In this summary, we will make a brief survey of each of them:

1. Customer Empowerment: the customer is the soul of the business, the main responsible for idealizing it;
2. Providing a good data platform: diversify and customize your business and allow the complete visualization of all the components of your product or service;
3. Agility in the redesign of processes: responsible for determining all phases related to value added to the business and workflow;
4. Robotized Operation: use of autonomous machinery to perform repetitive, unhealthy and low-level manufacturing tasks;
5. Empowerment of the Workforce: alliance between man and machine. Use of technologies to increase the cognitive ability, strength and agility of human beings in the execution of tasks;
6. Intelligent Process: implementation of algorithms in the rigorous and judicious execution of processes in order to increase the quality;
7. Digital Value Chain: Reliability and security of your company in relation to your external transactions.

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What other authors say about it?

Eric Ries in the book The Lean Startup explains that it is important that the word "innovation" be understood broadly. They can be original scientific discoveries, a new use for existing technology, creation of a new business model, among others.
In the book Digital Business, author Alan Pakes clarifies that with each passing day new technologies emerge, new possibilities are identified and new opportunities created. Adapting to this reality, companies are investing more and more on the internet and in the digital world.
This is how the concept of "Digital Business" arises, that is, businesses based in the digital world, using the tools available to achieve the best results.
On the importance of the Internet for marketing, Seth Godin, author of book This Is Marketing explains that the internet has changed the rules of the game. It is the most massive communication way ever created, connecting billions of people.

Okay, but how can I apply this in my life?

The book Innovates or Die brings us the reflection on the complexity and the advancement of technology over the years. The author shows us how evolution and modernization have changed and are changing the habits and ways of acting of people and, of course, of companies.
Guimarães explains that to innovate you do not necessarily need to develop something new, but rather apply the new one in your business.
In this way, companies will be able to add value to their product or service, meeting customers' expectations, and delivering them greater convenience and convenience.
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