Cognizanti

A bi-annual journal produced by Cognizant

Innovation Reimagined

The First Word
Externalizing the Sources of Innovation

Rethink
Innovation Catalysts
Why There’s Never Been a Better Time to Innovate

Innovation Best Practices
Ideating, Innovating to Drive Fundamental Change

Business Model Rx
U.S. Healthcare’s Radical Makeover

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Working Wirelessly
Unlocking the Business Value of Mobility

Fact-Based Insights
Maximizing the Returns of Big Data

The Last Word
Innovation: Not a Choice, But a Series of Choices
About Cognizant

Cognizant’s single-minded mission is to dedicate our global technology and innovation know-how, our industry expertise and worldwide resources to working together with clients to make their businesses stronger.

To learn more about Cognizant, please visit: www.cognizant.com.

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