



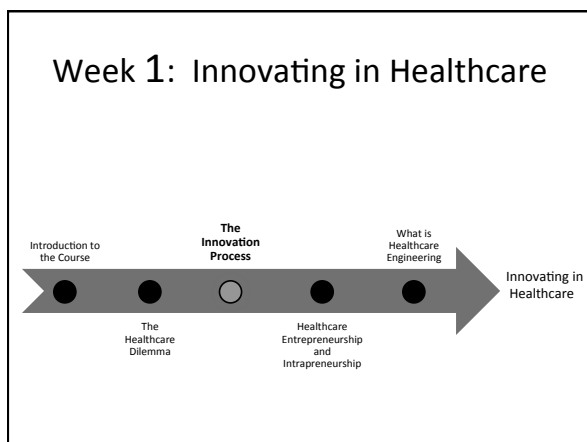
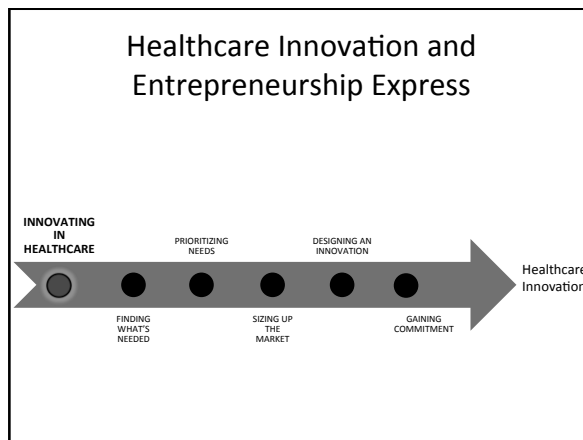
The Innovation Process Part A


Four Phases

Bob Barnes and Marilyn Lombardi




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The 800 pound Gorilla

Innovation = the processes through which creative ideas are translated to practice.

James Brian Quinn

