

THE TEN FACES OF INNOVATION PDF



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THE TEN FACES OF INNOVATION ANTHROPOLOGIST Observe, Interact, Look Around Vuja De see the common for the first time Keep a Bug List and an Idea Wallet Maintain a Spirit of Curiosity The real act of discovery consists not in finding new lands, but in seeing with new eyes.

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It only sees the downsides to a new idea Playing devils advocate is the biggest destroyer of innovation "9 out of 10 business executives believe innovation is the key to the companies growth" Gore was cited as one of the most innovation company W L Gore manufactures a large number of products and has a team based organization

"Innovators focus on the verbs" People create

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Shape organizational processes, spaces and interactions to support innovation. Paying close attention to what consumers really do and how they use your product will provide a nearly endless stream of ideas for improvements. 8 9 7 8 The Ten Faces of Innovation Strategies for Heightening Creativity

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The Ten Faces of Innovation is a book about innovation with a human face. It s about the individuals and teams that fuel innovation inside great organizations. It s a book about new roles people can play. In a world where old descriptors can be constraining, these new roles can empower a new generation of innovators.

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