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# INNOVATION X: WHY A COMPANY'S TOUGHEST PROBLEMS ARE ITS GREATEST ADVANTAGE



Times Group Books, New Delhi, India, 2010. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. This vital book shows business leaders and managers how to accomplish truly effective innovation in today's disruptive climate. Richardson shows how business is filled with "X-problems" - tough new challenges that present massive innovation opportunities, but also risks. Thriving in a world of X-problems requires harnessing four specific approaches: Immersion, Convergence, Divergence and Adaption. Combining frog design's approaches with insightful analysis of companies, Richardson...

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- Authored by Adam Richardson
- Released at 2010



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