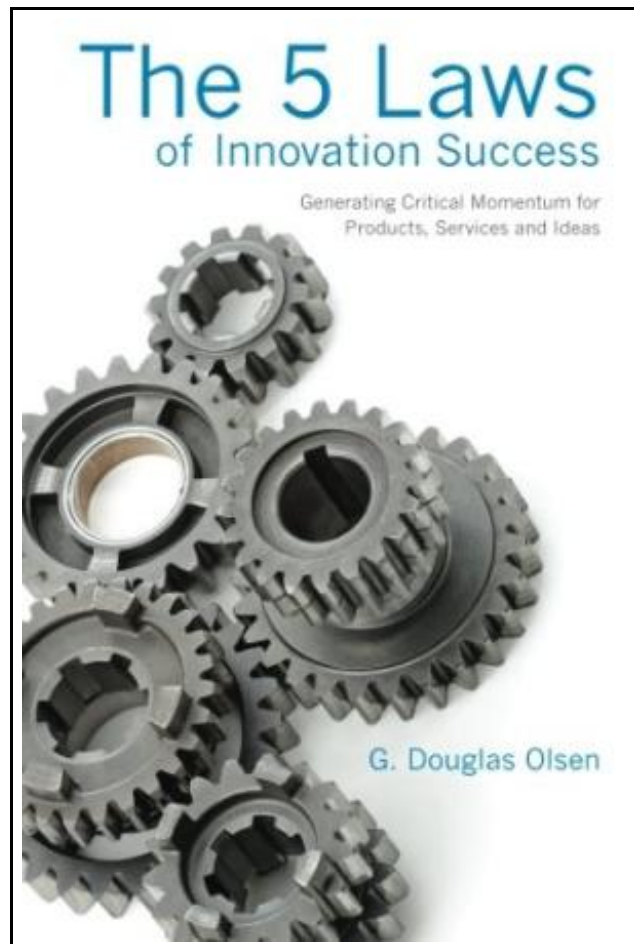


## The 5 Laws of Innovation Success: Generating Critical Momentum for Products, Services and Ideas



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***(Abigale Ruecker)***

## THE 5 LAWS OF INNOVATION SUCCESS: GENERATING CRITICAL MOMENTUM FOR PRODUCTS, SERVICES AND IDEAS



Novetics Press. Paperback. Book Condition: New. Paperback. 268 pages. Dimensions: 8.9in. x 6.0in. x 0.9in. Innovation is fundamental part of our daily lives. We are change agents in personal and professional contexts. So, while the term innovation would apply to the development and proliferation of high-tech products, it would also apply to: incremental changes to existing products and services; deployment of a new policy within an organization; a government program designed to decrease poverty; or even the change of some personal habit such as fitness and nutrition. So, what does it take for an innovation to be successful Ralph Waldo Emerson suggested that, if you build a better mousetrap the world will beat a path to your door, meaning that if you make something better, people will want it. While there is a core of truth to this, the idea does not seem to reflect what happens in reality. Why is it that some great products, services, policies and ideas never seem to catch on and some questionable ones seem to possess a certain momentum and hang around forever The goal of the book is to answer this question and to provide the reader with a solid resource to impact their environment. In the overview chapter, the five laws of innovation success are provided: (1) there must be superior value; (2) the stability of the existing alternative must be reduced; (3) uncertaintyfear of the new alternative must be reduced; (4) outside independent influences exert an impact; and, (5) bias in search and choice must be overcome. Following the presentation of the five laws, examples are given of large organizations that fell short because one or more were violated. Some of these include the New Coke Debacle, Bic marketing perfume, Levis trying to market three-piece suits, IBM trying to introduce a new...

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