The Innovation Book: How to Manage Ideas and Execution for Outstanding Results

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Reviews

This publication will be worth purchasing. It really is writter in simple terms instead of difficult to understand. Its been designed in an exceptionally simple way and is particularly only right after i finished reading this ebook in which basically modified me, alter the way i believe.
(Prof. Loyce Runolfsson Jr.)

THE INNOVATION BOOK: HOW TO MANAGE IDEAS AND EXECUTION FOR OUTSTANDING RESULTS

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Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. The Innovation Book is your roadmap to creating powerful innovations that deliver success in a competitive world. With a practical, bite-size format, Mckeown will help you tackle the really important challenges and seize the most-valuable opportunities. The Innovation Book includes 24 of the most powerful tools and models to help innovators, game changers, mavericks, and revolutionaries make new ideas useful. These include: Althshuller s innovation pyramid; Burgelman Seigel s minimum winning game; Osborn Parnes creative problem solving; Altshuller s TRIZ; Osterwalders business model canvas for the business model generation; Amabiles internal external motivation; Guilfords convergent divergent thinking; Ries build-measure-learn wheel for lean startups; Christensens disruptive innovation; Schroeders innovation journey; Ushers path of cumulative synthesis; Benyus biomimicry design lens; Van de Vens leadership rhythms; Friends three types of uncertainty; Teeces win, lose, follow, innovate grid; D. Schools design thinking modes; Henderson and Clarks four types of innovation; Rogers adoption diffusion curve; Abernathy Utterbacks three phases of innovation, Chesbroughs open innovation; Marchs exploration versus exploitation; Johnson and Johnsons constructive controversy cycle; Powell and Grodals networks for innovation, and Boyds OODA loop. Each tool is made practical with advice about how to use it, examples of innovation in action, and related ideas throughout the book. Anyone who wants to know more about innovation will benefit from this as a real-world handbook and wise companion.

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