1. Record Nr. UNINA9910138995503321

Autore	Henderson Pamela W
Titolo	You can kill an idea, but you can't kill an opportunity : how to discover new sources of growth for your organization / / Pam Henderson
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, , 2014
ISBN	1-119-20487-9 1-118-82274-9 1-118-82284-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (266 p.)
Disciplina	658.4063
Soggetti	Creative ability in business Opportunity Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	You can kill an IDEA . . .but you can't kill an OPPORTUNITY!: How to Discover New Sources of Growth for Your Organization; Copyright; Contents; Chapter 1: Big Thinking; Chapter 2: Big Growth; Chapter 3: Big Opportunity; Big Sources; Big Relationships; Chapter 4: Big Exploration; Big Trends; Big Dimensions; Big Insights; Big Picture; Chapter 5: Big Landscape; Big Spaces; Big Starters; Big Shapers; Big Stories; Chapter 6: Big Ideas; Big Farming; Killer Ideas; Big Mining; Chapter 7: Big Future; Little Epilogue; Index
Sommario/riassunto	Ideas alone are failing us! They promise growth, but too often lead to products and services that don't deliver. In many companies it can take up to 3,000 ideas to lead to 100 projects, resulting in only 2 launches, producing on average one product that breaks even and of these products only 20% turn a profit. Defining the opportunity first, leads to big ideas that win and increases the odds for success. Pam Henderson, former faculty at Carnegie Mellon University and author of You Can Kill an Idea, but You Can't Kill An Opportunity! shows how to apply Opportunity ThinkingTM in y

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Record Nr.	UNICAMPANIAVAN0097958
Autore	Pascariello, Alessandro
Titolo	Sistema ubiquitina-proteasoma e cancro : tesi di laurea / Alessandro Pascariello ; relatore Silvio Naviglio
Pubbl/distr/stampa	[Caserta], 2014
Descrizione fisica	55 p. : ill. ; 30 cm
Soggetti	Tesi - Biochimica clinica Tesi - Biotecnologie
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Seconda Università degli studi di Napoli, Dipartimento di Scienze e Tecnologie Ambientali, Biologiche e Farmaceutiche, corso di laurea triennale in Biotecnologie, anno accademico 2013-2014