

1. Record Nr.	UNINA990007973750403321
Autore	Nazzaro, Carmelo
Titolo	Contributo di miglioria specifica : commento, testo di legge, circolari ministeriali, lavori parlamentari, precedenti, dottrina, giurisprudenza, metropolitana milanese
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Locazione	DSS
Collocazione	H 521
Lingua di pubblicazione	Italiano
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Livello bibliografico	Monografia
2. Record Nr.	UNISALENT0991001251079707536
Autore	Calabresi, Mario
Titolo	Cosa tiene accese le stelle : storie di italiani che non hanno mai smesso di credere nel futuro / Mario Calabresi
Pubbl/distr/stampa	Milano : Mondadori, 2011
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Disciplina	303.48
Soggetti	Progresso tecnico - Effetti sociali
Lingua di pubblicazione	Italiano
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3. Record Nr.	UNINA9910831176103321
Autore	Mason Henry
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Nota di contenuto	1 WHY NOW Welcome to the Expectation Economy The Expectation Economy 06 Why your customers are (almost) impossible to please 2 SCAN The Overwhelm Is the Opportunity Trends 101 44 Where to start with consumer trends Watch Businesses First, Customers Second 60 The counterintuitive secret to customer centricity Trends in the Wild 86 Four trends and how we identified them Building a Trend Framework 98 Why you need one; how to build it; sharing ours 3 FOCUS What to Run With, When, and How Post-Demographic Consumerism 120 A license to focus on surprising things Evaluating Trends for Opportunity 144 Drill deeper into the opportunities offered to you by any trend The Consumer Trend Radar 172 Prioritize and visualize application of the trends you'll run with 4 GENERATE Turn Insights into Ideas The Consumer Trend Canvas 200 A simple tool for generating compelling, trend-driven innovation ideas The Consumer Trend Canvas in Action 224 Practical examples to learn from Trend-Driven Ideation Sessions

244 Run workshops that deliver winning ideas 5 EXECUTE Realize Your Ideas, or Realize They Are Useless The First Yards 264 Make those first steps count 6 CULTURE Unlock an Opportunity Machine Your Trend Department 286 Get your colleagues to see around corners Trend-Driven Ecosystems 306 Tap into and harness external networks, too.

Sommario/riassunto

Trend-Driven Innovation Beat accelerating customer expectations. Every business leader, entrepreneur, innovator, and marketer wants to know where customers are headed. The problem? The received wisdom on how to find out is wrong. In this startling new book, the team at TrendWatching share a powerful, counter-intuitive truth: to discover what people want next, stop looking at customers and start looking at businesses. That means learning how to draw powerful insights from the way leading brands and disruptive startups—from Apple to Uber, Chipotle to Patagonia—redefine customer expectations. Sharing the secrets that have led thousands of the world's most successful brands and agencies to rely on TrendWatching for over a decade, Trend-Driven Innovation is the book that will reconfigure your view of the business world forever. You'll learn: How to spot emerging trends using three crucial building blocks, and how to recognize the expectation gaps that herald opportunity. Why most professionals focus on precisely the wrong trends and innovations, and how to avoid this. How to turn trends and insights into innovations that customers will love. Amid the endless change that defines today's business environment, opportunity is everywhere. Highly practical, and featuring real-world examples from around the world, Trend-Driven Innovation is the actionable, battle-tested manual that will enable you harness those opportunities time after time. Setting you up to build an organization that matters, products customers love, and campaigns people can't stop talking about.
