

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910144098703321 |
| Autore | Silverstein David <1965-> |
| Titolo | The innovator's toolkit : 50+ techniques for predictable and sustainable organic growth / / David Silverstein, Philip Samuel, Neil DeCarlo |
| Pubbl/distr/stampa | Hoboken, New Jersey : , : Wiley, , 2009 ©2009 |
| ISBN | 1-281-83697-4 9786611836979 1-118-25831-2 1-61583-470-2 0-470-40658-5 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (386 p.) |
| Disciplina | 658.4063 |
| Soggetti | Technological innovations - Management New products Corporations - Growth Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth; Contents; Downloadable Exhibits; Preface; Acknowledgments; Introduction: How to Make Organic Growth an Everyday Event—Systematizing Your Innovation Process; Part I: DEFINE THE OPPORTUNITY; Part II: DISCOVER THE IDEAS; Part III: DEVELOP THE SOLUTION; Part IV: DEMONSTRATE THE INNOVATION; Index; |
| Sommario/riassunto | An innovation guide for business leaders, managers, and new product developers. The Innovator's Toolkit explains all the fundamental tools and concepts anyone involved in innovation should be familiar with--especially methods and strategies for improving products and services and developing new ones. This book is written in an easy-to-use reference format that helps readers understand why, when, and how to apply each tool. The tools and techniques in this book are organized around a four-step innovation methodology--define, discover, |

develop, and demonstrate--that takes readers through problem
