

1. Record Nr.	UNINA9910464051503321
Autore	Skarzynski Peter
Titolo	The innovator's field guide : market tested methods and frameworks to help you meet your innovation challenges // Peter Skarzynski and David Crosswhite ; cover design by Adrian Morgan
Pubbl/distr/stampa	San Francisco, California : , : Jossey-Bass, , 2014 ©2014
ISBN	1-118-64457-3 1-118-64439-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (290 pages)
Altri autori (Persone)	CrosswhiteDavid <1961-> MorganAdrian
Disciplina	658.4/063
Soggetti	Technological innovations - Management Creative ability in business New products Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Innovator's Field Guide: Market-Tested Methods and Frameworks to Help You Meet Your Innovation Challenges; Copyright; Contents; 1 Setting Context; About This Field Guide; The Innovation Challenges; Raising Your Innovation IQ Through Insight-Driven Innovation (Chapter 2); Enabling Breakthrough Innovation (Chapter 3); From Nascent Idea to Business Concept (Chapter 4); Propelling Fast Innovation (Chapter 5); Experimentation and De-Risking (Chapter 6); Innovating While in Market (Chapter 7); Organizing for Innovation (Chapter 8); Leading Innovation (Chapter 9); Getting Started (Chapter 10) Conclusion and Looking Ahead (Chapter 11) Principles of Innovation; As You Read The Guide; 2 Raising Your Innovation IQ Through Insight-Driven Innovation; What Is a Great Insight?; Earning the Right to Ideate Through New Frame-Breaking Perspectives; Five Insight Types; Getting Started: Identifying Customers' Unmet Needs; Getting Started: Discontinuities; Getting Started: Developing High-Impact Orthodoxy Insights; Using the Jobs-to-Be-Done Framework to Identify White

Spaces; Using Customer Insights to Identify White Spaces; Key Take-Aways; 3 Enabling Breakthrough Innovation
 Enabling Breakthrough Innovations Through Insight Combinations
 Domaining: Building a Pipeline of Related Concepts; Insight-Driven Domain Development; Sharing Insights and Sketching Out Possible Domains; Elaborating and Assessing Your Domain; Assessing Capabilities and Competitive Context; Understanding the Economic Physics of Your Domain; Migration Maps: Sequencing Your Efforts Smartly; Selecting Early Opportunities for Opportunity-Level Elaboration; Bringing Strategic Focus to Your Efforts: Innovation Architecture; Key Take-Aways; 4 From Nascent Idea to Business Concept
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 Engaging the Organization Through Focused Innovation Challenges
 Innovation Accelerators; Preparing for the Accelerator Session; Open Innovation: Moving Faster Than Your Internal Development; Moving Faster: Collaboration with Suppliers; Key Take-Aways; 6
 Experimentation and De-Risking; Framing Risk to Manage It; Defining Your Learning Path; Learn from Previous, Similar Experience; Learn Through Analogs; Developing Your Experimentation Agenda; Experimentation in Action; Key Take-Aways; 7 Innovating While in Market; Innovating While Flying the Plane; Principles to Guide Postlaunch Innovation
 Using Front-End Techniques in Postlaunch Activities: Develop New Insights to Enable New Learning

Sommario/riassunto

"A step-by-step guide to successfully transforming any organization. It is well recognized that succeeding at innovation is fundamental in today's hyper-competitive global marketplace. It is the only way to outperform current and emerging competitors sustainably. But what we call "innovation" is messy and difficult and too often lacks the rigor and discipline of other management processes. The Innovator's Field Guide: Market Tested Methods and Frameworks to Help You Meet Your Innovation Challenges changes that. It is a practical guide that moves beyond the "why" to the "how" of making innovation happen, for leaders and practitioners inside organizations of all sizes. Written by two pioneers in the field of embedding innovation in organization, The Innovator's Field Guide focuses on the most pressing innovation problems and specific challenges innovation leaders will face and offers concrete solutions, tools, and methods to overcome them. Each chapter describes a specific innovation challenge and details proven ways to address that challenge. Includes practical ideas, techniques, and leading practices. Describes common obstacles and offers practical solutions. Any leader or professional who needs concrete solutions--right now--to the critical challenges of innovation will find invaluable aid in the practical, easy-to-understand, and market-tested approaches of The Innovator's Field Guide"--

2. Record Nr.	UNINA9910717447103321
Autore	Roudik Peter
Titolo	Macedonia : abortion regulations
Pubbl/distr/stampa	[Washington, D.C.] : , : The Law Library of Congress, Global Legal Research Directorate, , 2007
Descrizione fisica	1 online resource (1 unnumbered page)
Soggetti	Abortion - Law and legislation - North Macedonia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Prepared by Peter Roudik." "July 2007." "LL File No. 2007-04125."
Nota di bibliografia	Includes bibliographical references.