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Sommario/riassunto	A fresh approach to succeeding with innovation, grounded in insights about rapidly changing customers, competitors and technologies Written by a director at the award-winning global innovation firm frog design, this vital book shows business leaders and managers how to accomplish truly effective innovation in today's disruptive climate. Richardson shows how business is filled with ""X-problems""- tough new challenges that present massive innovation opportunities, but also risks. Thriving in a world of X-problems requires harnessing four specific approaches: Immersion, Convergence, Div

