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Nota di contenuto	The Innovation Playbook: A Revolution in Business Excellence; Contents; Foreword; Acknowledgments; Introduction; Still Crazy about Innovation-After All These Years; Becoming an Innovation Superstar; Plays in The Innovation Playbook; Part I: WHAT'S WRONG WITH INNOVATION TODAY; Chapter 1:The New Economy: Different for Good; Chapter 2: The Wheels Keep Falling Off; Chapter 3: The Danger of Safety; Chapter 4: What's Mything in Innovation Today; Part II: INNOVATING YOUR WAY TO BUSINESS EXCELLENCE; Chapter 5: Anatomy of an Innovation Superstar; Chapter 6: Creating Net Customer Value Chapter 7: Carpet TimeChapter 8: The RealOpen Innovation Framework; Chapter 9: Creating a (Digital) Innovation Culture; Chapter 10: Dancing with the Innovation Superstars; About the Author; About The Innovation Playbook Web Site; Index
Sommario/riassunto	A complete roadmap to a revolution in business excellence founded on innovation Author and successful innovator Nicholas Webb believes we need a revolution in business excellence founded on innovation. In The Innovation Playbook, you will learn why innovations fail, the five rules of customer connectivity, the power of ""real open"" innovation and customer co-creation, the secret formula for reducing product and

market risk, the magic of Future-casting, and so much more. Includes  
an abundance of anecdotes and examples of successful-and  
unsuccessful-innovationShares t

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