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Altri autori (Persone)	CrosswhiteDavid <1961-> MorganAdrian
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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-

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Developing the Supporting Business Model; Continuing Your Learning

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Analogs to Stretch the Business Concept; Framing and Elaborating the

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Innovation: Moving Faster Than Your Internal Development; Moving

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Experimentation and De-Risking; Framing Risk to Manage It; Defining

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Experimentation in Action; Key Take-Aways; 7 Innovating While in

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## 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"--

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