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| Autore | Silverstein David |
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| Descrizione fisica | 1 online resource (434 p.) |
| Altri autori (Persone) | SamuelPhilip DeCarloNeil |
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| Soggetti | Technological innovations - Management New products Corporations - Growth |
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| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | pt. I. Define the opportunity -- pt. II. Discover the ideas -- pt. III. Develop the designs -- pt. IV. Demonstrate the innovation. |
| Sommario/riassunto | A compendium of tools and techniques that every innovator needs The Innovator's Toolkit is an essential companion for every innovator, innovation team leader, operations manager, and corporate change agent who needs to drive organic growth. Written and presented in an easy-to-use reference format, the book helps users understand why, when, and how to apply each technique for maximum benefits and results. The fifty-plus tools and techniques in this book are organized around a framework for identifying innovation opportunities, generating new and unusual ideas, selecting the best |