

1. Record Nr.	UNINA9910830730403321
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Titolo	The innovator's toolkit : 50+ techniques for predictable and sustainable organic growth / / David Silverstein, Philip Samuel, Neil DeCarlo
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2009 ©2009
ISBN	1-281-83697-4 9786611836979 1-118-25831-2 1-61583-470-2 0-470-40658-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (386 p.)
Disciplina	658.4063
Soggetti	Technological innovations - Management New products Corporations - Growth
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth; Contents; Downloadable Exhibits; Preface; Acknowledgments; Introduction: How to Make Organic Growth an Everyday Event—Systematizing Your Innovation Process; Part I: DEFINE THE OPPORTUNITY; Part II: DISCOVER THE IDEAS; Part III: DEVELOP THE SOLUTION; Part IV: DEMONSTRATE THE INNOVATION; Index;
Sommario/riassunto	An innovation guide for business leaders, managers, and new product developers. The Innovator's Toolkit explains all the fundamental tools and concepts anyone involved in innovation should be familiar with--especially methods and strategies for improving products and services and developing new ones. This book is written in an easy-to-use reference format that helps readers understand why, when, and how to apply each tool. The tools and techniques in this book are organized around a four-step innovation methodology--define, discover, develop, and demonstrate--that takes readers through problem

