

1. Record Nr.	UNINA9910963703203321
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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, N.J., : John Wiley & Sons, Inc., 2012
ISBN	9781523111138 1523111135 9781118335222 1118335228 9781283700276 1283700271 9781118334096 1118334094
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (434 p.)
Altri autori (Persone)	SamuelPhilip DeCarloNeil
Disciplina	658.4/063 658.4063
Soggetti	Technological innovations - Management New products Corporations - Growth
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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

