

1. Record Nr.	UNINA9911019592403321
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Titolo	Return on ideas : a practical guide to making innovation pay / / David Nichols
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, NJ, : John Wiley & Sons, c2007
ISBN	9786612345555 9781119209157 1119209153 9781282345553 1282345559 9780470512074 0470512075
Descrizione fisica	1 online resource (282 p.)
Disciplina	658.4/063
Soggetti	Product management Brand name products Diffusion of innovations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Brandgym book"--Cover. Includes index.
Nota di contenuto	Return on Ideas; Contents; About the Author; Acknowledgements; 1. This is getting us nowhere; What is the problem? The Funnel; 2. How to navigate this book; Segmenting users; PART I: The Case Study; 3. The Calippo Shots story; Headlines; The Ice Cream scene; Starting with a clear vision; Generate lots of high quality ideas; Quickly getting down to the best ideas; Building the best ideas into winning mixes; After launch; Key takeouts; Handover; PART II: The Challenge; 4. Innovation isn't working; Headlines; Innovation's the thing; Innovation isn't; Funnels Don't Work Ten ways funnels stifle innovationA dizzying conclusion; Key takeouts; Checklist: Is innovation being stifled by your funnel?; Handover; PART III: The Core Idea; 5. A new innovation paradigm: The Rocket Motor; Headlines; Innovation is, in fact, Rocket science; Key takeouts; Handover; 6. Rocketing: Destination; Headlines; Being clear; Hamster-

wheeling; Begin with the end in mind; Key takeouts; Checklist : Destination; Handover; 7. Rocketing: Combustion; Headlines; Not enough good ideas; 7.1 Continuous Insight Fuel; From insight to fuel; 360. Insight; 360. Insight Sources

7.2 Multiple Ignition In Parallel Igniting the insight fuel; Parallel processing; Lisa and Mac; Practical Ignition Tools; 7.3 3 Bucket Principle; What it is; Grave-robbing; 7.4 Coda: A whole year view of Innovation; The 15% rule; Your typical year; Key takeouts; Checklist: Combustion; Handover; 8. Rocketing: Nozzle; Headlines; From Whittle to 'Wow'; Picking winners is a lottery; Show business: Theatre Rules; Poor external screening; Show business: Idea Power; Key takeouts; Checklist: Nozzle; Handover; 9. Rocketing: Expander; Headlines; Keeping positive; Innovation Antibodies

Expand not evaluate Be a builder not a knocker; Execution is everything; Get real feedback; Launch then tweak; Key Takeouts; Checklist: Combustion; Handover; PART IV: The Entertainment; 10. Ten innovations that make it look easy; Innovation shortcuts; New brands are innovations too; The 10 Innovations; PART V: The Practicalities; 11. Doing it faster; Headlines; It always takes longer than you want it to; Case Study: Project Blues for Unilever Foods; The Approach; Plan in decisions; Smaller teams; Parallel Ideation; Real-time insight; Fast agencies; Blues: The result; Key takeouts

Checklist: Doing it faster Handover; 12. Avoiding the pitfalls; Headlines; Pitfalls and Pratfalls; Nine innovation pitfalls; No. 1: Oops, the product is useless; No. 2: 'Not invented here' syndrome; No. 3: The 'could it be. . . ?' killer; No. 4: Over-testing; No. 5: Killing by proxy; No. 6: The off-guard boss; No. 7: 'Yes, but. . .'; No. 8: Poor casting; No. 9: Giving up; Handover; Appendix: Rocketing toolkit; Index

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## Sommario/riassunto

Return on Ideas is a practical guide to getting more from the resources you put into your innovation process. David Nichols clearly shows why current innovation funnel models stifle rather than encourage new ideas, and offers a new methodology, 'rocketing', to tackle the problem. The first book to look in detail at innovation as a business-driving imperative, Return on Ideas provides the tools, techniques and processes to actually upgrade the way you tackle innovation, illustrated with examples from innovative companies such as Yo! Sushi, Apple, Vodafone, Unilever, P&G, Danone,

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