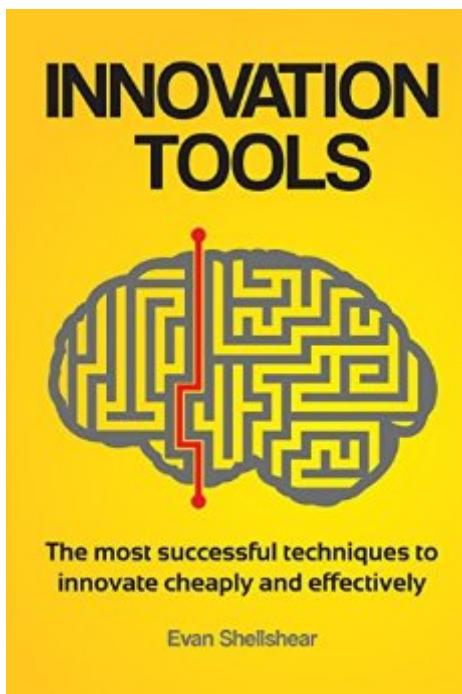


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Innovation Tools: The Most Successful Techniques To Innovate Cheaply And Effectively



Synopsis

The #1 Best Selling Innovation Book On Kindle. Innovation is not just a methodology but a product of hard work and careful risk management. At some point you must grab your tools and get your hands dirty and the best tool you can have is this guide. When you hold this book you are clutching the number one guide to implementing the most successful innovation agenda possible, whether for a startup or established multinational. Full of practical examples, case studies and tips, the low risk innovation techniques presented will guarantee your plans achieve the best outcomes without risking your job or company. The difference between a theory and a success is between these covers. In this book you will learn:-The ins and outs of crowdsourcing-How to leverage hackerspaces and develop your first prototype to launch your product-The best tricks for open innovation-The best kept innovation secret known as behavioral innovation-How access to free knowledge will catalyze your business-The innovation services revolution driven by cloud computing-And the powerful virtuous innovation cycle which is supercharging innovation in all fields As well as much more! The topics covered are everything you need to know to be able to innovate as effectively and cheaply as possible. Each of the chapters explores techniques that not only drive innovation but are doing it in a low risk and powerful way. See more at innovationtoolsbook.com.

Book Information

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A thorough review of the tools and approaches you can take to bring an innovative idea into being. There is a constant shift in perspective between the innovator and the investor, but at very early-stage innovations there's a lot of synergy there, and if you're an entrepreneur it's handy to know what your angel is looking for. A caution for you in reading the book is that you will not find out how to have a great idea or what great ideas to have; the book says as much in its title and in the internal text. Its point is to let you know that in the 21st Century there are many more ways to get a good idea into play than seeking permission from a corporate bureaucracy. You can get other people to validate and even contribute the initial ideas; you can build products yourself or even get others to build it via crowd-sourcing; you can get crowd-funding or you can create collaborative ventures. This book provides ample descriptions of the tools and mechanisms available to take any of those routes. Probably the only weakness I'd cite is that the last chapter urges cross-corporate cooperation as the grand solution for many evils, including the sky-rocketing cost and occasional malpractices of drug research. It would reduce the risk inherent in such investments, and thereby release R&D money to create even more innovation while reducing the incentives to cheat. But he has to concede that the prescription hasn't actually been applied anywhere, so it's still just a theory. For myself, I believe that people who are already millionaires but remain willing to gamble with other people's lives to make yet another buck aren't very likely to acquire a moral compass just because you make it easier to do the right thing.

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