

Innovation Games Creating Breakthrough Products

Advance praise for Service Innovation: "To the CEOs of all service companies I deal with: READ THIS BOOK!" -- Dave Wascha, senior director, Bing Product Management, Microsoft Corporation "Lance Bettencourt deftly blends his academic and consulting experience to provide an example-rich, readable, practical, and innovative discussion of service innovation." -- Leonard Berry, coauthor of Management Lessons from Mayo Clinic "Provides the robust framework to design services that unlock growth opportunities for every business." -- Lance Reschke, vice president, Ceridian Corporation "The tools and guidance in this book will inspire companies, small and large, to create effective and innovative services that are desperately needed." -- Mary Jo Bitner, Ph.D., W. P. Carey School of Business, Arizona State University, and coauthor of Services Marketing: Integrating Customer Focus Across the Firm "Cracks the code from the fuzzy front end through the complete life cycle of Service Innovation." -- Angelo Rago, division vice president, Global Customer Services, Abbott Medical Optics "Filled with rich examples of how firms can innovate service through helping customers get jobs done." -- Stephen W. Brown, Ph.D., W. P. Carey School of Business, Arizona State University "Any leader intent on providing distinctive value to customers must read Service Innovation." -- Michael Reynolds, staff vice president, Commercial Marketing, WellPoint, Inc. If there's one truism about the service sector, it's that businesses don't succeed by inventing a better mousetrap; they succeed by finding the best, most cost-effective way to get rid of their customers' mice. In industries ranging from heavy machinery to health care to financial services to consumer goods, service innovation is helping businesses find new revenue streams--and enhance existing ones--by satisfying their customer's need to get things done. Few understand this better than Lance Bettencourt, a strategy adviser at Strategyn and a leading educator in management innovation consulting. And in Service Innovation, Bettencourt gives a master's class on the art and science of creating breakthrough service products. True service innovation demands that you shift the focus away from the solution and back to the customer. To achieve this shift in your business--one that takes you from making educated guesses to building a clear model to guide service innovation--Bettencourt instructs on the finer points of how to rethink your approach to the customer's needs: how the customer defines value in a product, the importance of listening to your 20 years' experience in teaching and advising clients with service, and product dominant businesses to demonstrate proven ways you can build, streamline, and focus your company's service product innovation processes. Among the numerous key ideas and practices are: Insight on understanding the different types of clients you serve--and how your products deliver value to them Ways to design specific frameworks for discovering service innovation opportunities for new, improved, and supplementary service products Practical guidance on staying focused on the "fuzzy front end" of service innovation The fundamental elements of a winning service strategy Finding new ways to help people solve problems and get things done is why there are goods and services in the first place. And in Service Innovation, Lance Bettencourt fills a vital need by delivering the essential guide that can put your business on the latest frontier of value creation.

Spark the next great business idea by igniting your team's passion and creativity Innovating breakthrough products, services, solutions, and marketing ideas are some of the most important challenges you face as a manager. Don't wrack your brain trying to catch that "eureka" moment alone; unleash your team's creative power with The Big Book of Brainstorming Games. This book is packed with physical and verbal exercises to help you organize and run a brainstorming session that engages all personality types. Get those creative juices flowing with expert guidance and dozens of enjoyable group activities to help you: Frame challenges to give team members structure and context Master the proven "Four Rules of Brainstorming" for amazing results Create an environment of trust that encourages and inspires valuable contributions from people from all backgrounds and at all levels The best ideas can come from anywhere! The Big Book of Brainstorming Games gives you the tools and knowledge to build a solid, structured foundation for free-form interaction and fearless conceptualizing. Now you can get everyone in on the game and make great things happen!

Great individuals are assumed to cause the success of radical innovations--thus Henry Ford is depicted as the one who established the automobile industry in America. Hayagreeva Rao tells a different story, one that will change the way you think about markets forever. He explains how "market rebels"--activists who defy authority and convention--are the real force behind the success or failure of radical innovations. Rao shows how automobile enthusiasts were the ones who established the new automobile industry by staging highly publicized reliability races and lobbying governments to enact licensing laws. Ford exploited the popularity of the car by using new mass-production technologies. Rao argues that market rebels also establish new niches and new cultural styles. If it were not for craft brewers who crusaded against "industrial beer" and proliferated brewpubs, there would be no specialty beers in America. But for nouvelle cuisine activists who broke the stranglehold of Escoffier's classical cuisine in France, there would have been little hybridization and experimentation in modern cooking. Market rebels also thwart radical innovation. Rao demonstrates how consumer activists have faced down chain stores and big box retailers, and how anti-biotechnology activists in Germany penetrated pharmaceutical firms and delayed the commercialization of patents. Read Market Rebels to learn how activists succeed when they construct "hot causes" that arouse intense emotions, and exploit "cool mobilization"--unconventional techniques that engage audiences in collective action. You will realize how the hands that move markets are the joined hands of market rebels. Some images inside the book are unavailable due to digital copyright restrictions.

Great things don't happen in a vacuum. But creating an environment for creative thinking and innovation can be a daunting challenge. How can you make it happen at your company? The answer may surprise you: gamestorming. This book includes more than 80 games to help you break down barriers, communicate better, and generate new ideas, insights, and strategies. The authors have identified tools and techniques from some of the world's most innovative professionals, whose teams collaborate and make great things happen. This book is the result: a unique collection of games that encourage engagement and creativity while bringing more structure and clarity to the workplace. Find out why -- and how -- with Gamestorming. Overcome conflict and increase engagement with team-oriented games Improve collaboration and communication in cross-disciplinary teams with visual-thinking techniques Improve understanding by role-playing customer and user experiences Generate better ideas and more of them, faster than ever before Shorten meetings and make them more productive Simulate and explore complex systems, interactions, and dynamics Identify a problem's root cause, and find the paths that point toward a solution

Inside Your Customer's Imagination
Big Book of Brainstorming Games: Quick, Effective Activities that Encourage Out-of-the-Box Thinking, Improve Collaboration, and Spark Great Ideas!
How Individuals Create and Deliver Breakthrough Innovations in Mature Firms
Innovation Games
Identifying Hidden Needs
Stand Back and Deliver
How the Right Approach Can Move Ideas from R&D to Market-- and Get the Economy Moving

How will artificial intelligence change our world within twenty years? "This inspired collaboration between a pioneering technologist and a visionary writer of science fiction offers bold and urgent insights."--Yann LeCun, winner of the Turing Award; chief AI scientist, Facebook "Amazingly entertaining..." Lee and Chen take us on an immersive trip through the future... Eye-opening...--Mark Cuban AI will be the defining development of the twenty-first century. Within two decades, aspects of daily human life will be unrecognizable. AI will generate unprecedented wealth, revolutionize medicine and education through human-machine symbiosis, and create brand-new forms of communication and entertainment. In liberating us from routine work, however, AI will also challenge the organizing principles of our economic and social order. Meanwhile, AI will bring new risks in the form of autonomous weapons and smart technology that inherits human bias. AI is at a tipping point, and people need to wake up--both to AI's radiant pathways and its existential perils for life as we know it. In this provocative, utterly original work, Kai-Fu Lee, the former president of Google China and bestselling author of AI Superpowers, teams up with celebrated novelist Chen Qiufan to imagine our world in 2041 and how it will be shaped by AI. In ten gripping short stories, they introduce readers to an array of eye-opening 2041 settings, such as: • In San Francisco, the "job reallocation" industry emerges as deep learning AI causes widespread job displacement • In Tokyo, a music fan is swept up in an immersive form of celebrity worship based on virtual reality and mixed reality • In Mumbai, a teenage girl rebels when AI's crunching of big data gets in the way of romance • In Seoul, virtual companions with perfected natural language processing (NLP) skills offer orphaned twins new ways to connect • In Munich, a rogue scientist draws on quantum computing, computer vision and other AI technologies in a revenge plot that imperils the world By gazing toward a not-so-distant horizon, AI 2041 offers urgent insights into our collective future--while reminding readers that, ultimately, humankind remains the author of its destiny.

A fully updated edition of the classic business reference book on product development from a world renowned innovation management scholar For more than two decades, Winning at New Products has served as the bible for product developers everywhere. Robert G. Cooper demonstrates why consistent product development is vital to corporate growth and how to maximize your chances of success. Citing the author's most recent research, Winning at New Products showcases innovative practices by industry leaders to present a field-tested game plan for achieving product leadership. Cooper outlines specific strategies for making sound business decisions at every step-from idea generation to launch. This fully updated and expanded edition is an essential resource for product developers around the world. "This is a must read. There's so much new in this book, from how to generate the breakthrough ideas, picking the winners, and driving them to market successfully." --Philip Kotler, Professor of International Marketing, Northwestern University, Kellogg School of Management Getting Value out of Agile Retrospectives helps you and your teams to do retrospectives effectively and efficiently. It's a toolbox with many exercises for facilitating retrospectives, supported with the "what" and "why" of retrospectives, the business value and benefits that they bring, and advice for introducing and improving retrospectives. If you are a Scrum master, agile coach, project manager, product manager or facilitator then this book helps you to discover and apply new ways to do Valuable Agile Retrospectives with your teams. With plenty of exercises you can develop your own personal Retrospectives Toolbox to become more proficient in doing retrospectives and get more out of them.

Established companies are clamoring for breakthrough innovation, but are often hamstrung by the highly reliable, repeatable processes of their management systems. Based on years of research, Grabbing Lightning shows how twelve companies have tried to develop a capability for sustainable breakthrough innovation and outlines best practices for your organization. The authors show how the management system for innovation is different from the traditional one in that it allows?and even encourages?mistakes and failures in order to promote learning. Grabbing Lightning outlines the three building blocks of breakthrough innovation (BI) and shows what it takes to become an organization that values the BI management system.

- Serial Innovators
- Gamestorming
- How Activists Make or Break Radical Innovations
- Making Breakthrough Innovation Happen
- Getting Value out of Agile Retrospectives
- A Design Innovation Framework to Deliver Breakthrough Services, Products and Experiences
- How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution

"Following his blockbuster biography of Steve Jobs, The Innovators is Walter Isaacson's revealing story of the people who created the computer and the Internet. It is destined to be the standard history of the digital revolution and an indispensable guide to how innovation really happens. What were the talents that allowed certain inventors and entrepreneurs to turn their ideas into reality? What led to their creative leaps? Why did some succeed and others fail? In his masterly saga, Isaacson begins with Ada Lovelace, Lord Byron's daughter, who pioneered computer programming in the 1840s. He explores the fascinating personalities that created our current digital revolution, such as Vannevar Bush, Alan Turing, John von Neumann, J.C.R. Licklider, Doug Engelbart, Robert Noyce, Bill Gates, Steve Wozniak, Steve Jobs, Tim Berners-Lee, and Larry Page. This is the story of how their minds worked and what made them so inventive. It's also a narrative of how their ability to collaborate and master the art of teamwork made them even more creative. For an era that seeks to foster innovation, creativity, and teamwork, The Innovators shows how they happen!"

Enhance Fundamental Value and Establish Competitive Advantage with Leadership Agility Whether you're leading an organization, a team, or a project, Stand Back and Deliver gives you the agile leadership tools you'll need to achieve breakthrough levels of performance. This book brings together immediately usable frameworks and step-by-step processes that help you focus all your efforts where they matter most: delivering business value and building competitive advantage. You'll first discover how to use the authors' Purpose Alignment Model to make better up-front decisions about where to invest limited resources--and how to filter out activities that don't drive market leadership. Next, you'll learn how to collaborate in new ways that unleash your organization's full talents for innovation. The authors offer the Context Leadership Model for understanding the unique challenges of any project, and they help you tailor your leadership approach to address them. You'll find a full chapter on organizing information to promote more effective, value-driven decision-making. Finally, drawing on decades of experience working with great leaders, the authors focus on a critical issue you'll face over and over again: knowing when to step up and lead, and when to stand back and let your team produce results. Coverage includes Effectively evaluating, planning, and implementing large system projects Reducing resistance to process improvements Bringing greater agility to the way you manage products, portfolios, and projects Identifying the tasks that don't create enough value to be worth your time Developing the forms of collaboration that are crucial to sustaining innovation Mitigating project risks more effectively--especially those associated with complexity and uncertainty Refocusing all decision-making on delivering value to the organization and the marketplace Making decisions at the right time to leverage the best information without stifling progress

A world-renowned innovation guru explains practices that result in breakthrough innovations "Ulwick's outcome-driven programs bring discipline and predictability to the often random process of innovation." --Clayton Christensen For years, companies have accepted the underlying principles that define the customer-driven paradigm--that is, understanding the customer's needs to guide growth and innovation. But twenty years into this movement, breakthrough innovations are still rare, and most companies find that 50 to 90 percent of their innovation initiatives flop. The cost of these failures to U.S. companies alone is estimated to be well over \$100 billion annually. In a book that challenges everything you have learned about being customer driven, internationally acclaimed innovation leader Anthony Ulwick reveals the secret weapon behind some of the most successful companies of recent years. Known as "outcome-driven" innovation, this revolutionary approach to new product and service creation transforms innovation from a nebulous art into a rigorous science from which randomness and uncertainty are eliminated. Based on more than 200 studies spanning more than seventy companies and twenty-five industries, Ulwick contends that, when it comes to innovation, the traditional methods companies use to communicate with customers are the root cause of chronic waste and missed opportunity. In What Customers Want, Ulwick demonstrates that all popular qualitative research methods yield well-intentioned but unfitting and dreadfully misleading information that serves to derail the innovation process. Rather than accepting customer inputs such as "needs," "benefits," "specifications," and "solutions," Ulwick argues that researchers should silence the literal "voice of the customer" and focus on the "metrics that customers use to measure success when executing the jobs, tasks or activities they are trying to get done." Using these customer desired outcomes as inputs into the innovation process eliminates much of the chaos and variability that typically derails innovation initiatives. With the same profound insight, simplicity, and uncommon sense that propelled The Innovator's Solution to worldwide acclaim, this paradigm-changing book details an eight-step approach that uses outcome-driven thinking to dramatically improve every aspect of the innovation process--from segmenting markets and identifying opportunities to creating, evaluating, and positioning breakthrough concepts. Using case studies from Microsoft, Johnson & Johnson, AIG, Pfizer, and other leading companies, What Customers Want shows companies how to: Obtain unique customer inputs that make predictable innovation possible Recognize opportunities for disruption, new market creation, and core market growth--well before competitors do Identify which ideas, technologies, and acquisitions have the greatest potential for creating customer value Systematically define breakthrough products and services concepts Innovation is fundamental to success and business growth. Offering a proven alternative to failed customer-driven thinking, this landmark book arms you with the tools to unleash innovation, lower costs, and reduce failure rates--and create the products and services customers really want.

THE HIGH DIFFERENCE: A Guide to the INNOVATION SEVEN Guiding Principles for Applying Steve Jobs in His acclaimed bestseller, The Presentation Secrets of Steve Jobs author Carmine Gallo laid out a simple step-by-step program of powerful tools and proven techniques inspired by Steve Jobs' legendary presentations. Now, he shares the Apple CEO's most famous, most original, and most effective strategies for sparking true creativity--and real innovation--in any workplace. THE INNOVATION SECRETS OF STEVE JOBS Learn how to RETHINK your business, REINVENT your products, and REVITALIZE your vision of success--the Steve Jobs way. When it comes to innovation, Apple CEO Steve Jobs is legendary. His company slogan "Think Different" is more than a marketing tool. It's a way of life--a powerful, positive, game-changing approach to innovation that anyone can apply to any field of endeavor. These are the Seven Principles of Innovation, inspired by the master himself: Do What You Love. Think differently about your career. Put a Dent in the Universe. Think differently about your vision. Kick Start Your Brain. Think differently about how you think. Sell Dreams, Not Products. Think differently about your customers. Say No to 1,000 Things. Think differently about design. Create Insanely Great Experiences. Think differently about your brand experience. Master the Message. Think differently about your story. By following Steve Jobs's visionary example, you'll discover exciting new ways to unlock your creative potential and to foster an environment that encourages innovation and allows it to flourish. You'll learn how to match--and beat--the most powerful competitors, develop the most revolutionary products, attract the most loyal customers, and thrive in the most challenging times. Bestselling business journalist Carmine Gallo has interviewed hundreds of successful professionals--from CEOs, managers, and entrepreneurs to teachers, consultants, and stay-at-home moms--to get to the core of Steve Jobs' innovative philosophies. These are the simple, meaningful, and attainable principles that drive us all to "Think Different." These are The Innovation Secrets of Steve Jobs. An enhanced ebook is now available with 10-demonstration videos of Jobs' sure-fire innovation secrets. Select the Kindle Edition with Audio/Video from the available formats.

- ARRIVE
- Artificial Intelligence
- Emerging Trends and Applications
- Inside Real Innovation
- How to Lead and Inspire Creative Breakthroughs
- Idea Stormers

Creating Breakthrough Products Through Collaborative Play
This book is an excellent best-practice guide for senior managers and directors with innovation responsibilities. It describes how organisations of all sizes and sectors can apply design thinking principles coupled with commercial awareness to their innovation agenda. It explains how to keep the customer experience at the centre of innovation efforts and when to apply the range of available practices. It provides a clear, extensive rationale for all advice and techniques offered. Design thinking has become the number one innovation methodology for many businesses, but there has been a lack of clarity about how best to adopt it. It often requires significant mindset and behavioural changes and managers must have a coherent and integrated understanding in order to guide its adoption effectively. Many design thinking implementations are inadequate or sub-optimal through focusing too much on details of individual methods or being too abstract, with ill-defined objectives. This book uniquely provides integrated clarity and rationale across all levels of design thinking practice and introduces the ARRIVE framework for design thinking in business innovation, which the authors have developed over ten years of practice and research. ARRIVE = Audit | Research | Reframe | Ideate | Validate | Execute. The book contains a chapter for each of A-R-R-I-V-E, each of which has explanatory background and step-by-step methods instruction in a clear and standard format. Using the ARRIVE framework, the book provides high-level understanding, rationale and step-by-step guidance for CEOs, senior innovation leaders, innovation project managers and design practitioners in diverse public and private sectors. It applies equally well to innovation of products, services or systems.

Innovation principles to bring about meaningful and sustainable growth in your organization Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings--the Ten Types of Innovation--that provided insight into innovation. The Ten Types of Innovation explore the underlying reasons for innovation within industries, to identify innovative opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about and acting on innovation. Details how you can use these innovation principles to bring about meaningful and sustainable growth within your organization Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

Creating Breakthrough Products describes the new forces driving product development that companies must master if they want to lead and innovate. It is a step-by-step guide to the new ideal in product development. Artificial intelligence (AI) is taking an increasingly important role in our society. From cars, smartphones, airplanes, consumer applications, and even medical equipment, the impact of AI is changing the world around us. The ability of machines to demonstrate advanced cognitive skills in taking decisions, learn and perceive the environment, predict certain behavior, and process written or spoken languages, among other skills, makes this discipline of paramount importance in today's world. Although AI is changing the world for the better in many applications, it also comes with its challenges. This book encompasses many applications as well as new techniques, challenges, and opportunities in this fascinating area.

- A Roadmap for Customer-Centered Innovation
- A Proven System of Creativity for Breakthrough Results
- Tactics for Disruptive Thinking
- A Strategy for Leading Innovation
- Juggad Innovation
- How Eleven Indians Pulled Off the Impossible
- 5 Secrets for Creating Breakthrough Products, Services, and Solutions

Why do some innovation projects succeed where others fail? The book reveals the business implications of Jobs Theory and explains how to put Jobs Theory into practice using Outcome-Driven Innovation. The Canadian edition of The Little Black Book of Scams is a compact and easy to use reference guide filled with information Canadians can use to protect themselves against a variety of common scams. It debunks common myths about scams, provides contact information for reporting a scam to the correct authority, and offers a step-by-step guide for scam victims to reduce their losses and avoid becoming repeat victims. Consumers and businesses can consult The Little Black Book of Scams to avoid falling victim to social media and mobile phone scams, fake charities and lotteries, dating and romance scams, and many other schemes used to defraud Canadians of their money and personal information.

Deep smarts are the engine of any organization as well as the essential value that individuals build throughout their careers. Distinct from IQ, this type of expertise consists of practical wisdom: accumulated knowledge, know-how, and intuition gained through extensive experience. How do such smarts develop? And what happens when people with deep smarts leave a particular job or the organization? Can any of their smarts be transferred? Should they be? Basing their conclusions on a multi-year research project, Dorothy Leonard and Walter Swap argue that cultivating and managing deep smarts are critical parts of any leader's job. The authors draw on examples from firms of all sizes and types to illustrate the connection between deep smarts and organizational viability and continuous innovation. Leonard and Swap describe the origins and limits of deep smarts and outline processes for cultivating and leveraging them across the organization. Developing an experience repertoire and receiving strategic guidance from wise coaches can help individuals move up the ladder of expertise from novice to master. Addressing a topic of increasing importance as the Boomer generation retires, Deep Smarts challenges leaders to take a hands-on approach to managing the experience-based knowledge shaping the future of their organizations. As a leader, how do you facilitate breakthrough opportunities? Gamify challenges. Level up your team. And play to WIN. Unveiling a comprehensive approach to extraordinary problem-solving, THE GAME of Innovation offers all you need to meet challenges head on and seize the competitive edge. Conceived by a super-creative quartet of top-tier business consultants, the GAME of Innovation builds upon a novel premise: What if you framed problems as if they were games of profound significance? How might you design something new or reimagine the old, particularly when competition increases, technology disrupts, change accelerates, money tightens, and the rules of success are constantly evolving? It then shares a flexible methodology for designing powerhouse innovation GAMES (Guidelines, Arena, Materials, Experience), aligning them with 5 problem-solving "lenses," building consensus behind change, and leading/managing the process. This uncommon, easy-to-read, visual book is packed with actionable strategies that will help you and your community thrive when playing THE GAME of Innovation.

- The Three-Box Solution
- The Entrepreneur's Guide to Second Life
- The Mythical Man-Month: Essays On Software Engineering, Anniversary Edition, 2/E
- Jobs to Be Done
- Service Innovation: How to Go from Customer Needs to Breakthrough Services

Inside the Box
Building a Capability for Breakthrough Innovation
How to Innovate and Execute Leaders already know that innovation calls for a different set of activities, skills, methods, metrics, mind-sets, and leadership approaches. And it is well understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges. The real problem for leaders is doing both, simultaneously. How do you meet the performance requirements of the existing business--one that is still thriving--while dramatically reinventing it? How do you envision a change in your current business model before a crisis forces you to abandon it? Innovation guru Vijay Govindarajan expands the leader's innovation tool kit with a simple and proven method for allocating the organization's energy, time, and resources--in balanced measure--across what he calls "the three boxes" • Box 1: The present--Manage the core business at peak profitability • Box 2: The past--Abandon ideas, practices, and attitudes that could inhibit innovation • Box 3: The future--Convert breakthrough ideas into new products and businesses The three-box framework makes leading innovation easier because it gives leaders a simple vocabulary and set of tools for managing and measuring these different sets of behaviors and activities across all levels of the organization. Supported with rich company examples--GE, Mahindra & Mahindra, Hasbro, IBM, United Rentals, and Tata Consultancy Services--and testimonies of leaders who have successfully used this framework, this book solves once and for all the practical dilemma of how to align an organization on the critical but competing demands of innovation.

Clayton Christensen's definitive works on innovation--offered together for the first time Will you fall victim to disruptive innovation--or become a disruptor yourself? Tip the odds in your favor with the bestselling books that have made Christensen one of the world's foremost authorities on innovation. You'll also get his award-winning HBR article, full of inspiration for finding meaning and happiness in your life using the principles of business. The 4-volume collection includes: The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail In one of the most influential business books of our time, Christensen introduced the world to the concept of disruptive innovation, showing how even the most outstanding companies can do everything right--yet still lose market leadership. Don't repeat their mistakes. The Innovator's Solution: Creating and Sustaining Successful Growth Citing in-depth research and theories tested in hundreds of companies across many industries, Christensen and co-author Michael Raynor provide the tools organizations need to become disruptors themselves. The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators Christensen and coauthors Jeffrey Dyer and Hal Gregersen identify behaviors of the world's best innovators--from leaders at Amazon and Apple to those at Google, Skype, and the Virgin Group--to show how you and your team can unlock the code to generating and executing more innovative ideas. "How Will You Measure Your Life?" (HBR article) At Harvard Business School, Clayton Christensen teaches aspiring MBAs how to apply management and innovation theories to build stronger companies. But he also believes that these models can help people lead better lives. In this award-winning Harvard Business Review article, he explains how, exploring questions everyone needs to ask: How can I be happy in my career? How can I be sure that my relationship with my family is an enduring source of happiness? And how can I live my life with integrity?

How to solve critical business challenges by generating more and better ideas Every organization needs a steady supply of fresh, relevant ideas, but managers can't just lock teams in a room with a mandate to brainstorm and hope for the best. Ideation is both a science and an art, and when group ideation processes are well-designed and well-facilitated, anyone can generate an abundance of creative, implementable options?not to mention truly breakthrough?for any business need. Drawing on his work leading high-stakes ideation sessions at over 300 organizations, Mattimore explains the how, what, and why of successful ideation and provides a framework for when and how to apply various techniques. Identifies Mattimore's top ideation and innovation techniques (including 2brainwalking,? finding inspiration in worst ideas, the unexpected effectiveness of wishing, and more) and lays the groundwork for you to invent successful processes of your own Tells real stories of ideation at work in Mattimore's consulting business, including how Ben & Jerry's named a new strawberry fudge flavor, how Thomas? invented a new, healthier English muffin that now accounts for over 30% of its sales, how IBM transformed the culture of one of its divisions to make it more innovative, and many more Mattimore is a world-class expert on applied creativity and an innovation process consultant to over one-third of the Fortune 100 companies; he and his team have helped create and launch products and services worth over \$3 billion in annual US retail sales With a diverse range of tested methods, Idea Stormers is the indispensable guide for developing original, practical solutions to even the most intractable-seeming creative challenges.

Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms zeros in on the cutting-edge thinkers who repeatedly create and deliver breakthrough innovations and new products in large, mature organizations. These employees are organizational powerhouses who solve consumer problems and substantially contribute to the financial value to their firms. In this pioneering study, authors Abbie Griffin, Raymond L. Price, and Bruce A. Vojak detail who these serial innovators are and how they develop novel products, ranging from salt-free seasonings to improved electronics in companies such as Alberto Culver, Hewlett-Packard, and Procter & Gamble. Based on interviews with over 50 serial innovators and an even larger pool of their co-workers, managers and human resources teams, the authors reveal key insights about how to better understand, emulate, enable, support, and manage these unique and important individuals for long-term corporate success. Interestingly, the book finds that serial innovators are instrumental both in cases where firms are aware of clear market demands, and in scenarios when companies take risks on new investments, creating a consumer need. For over 25 years, research on innovation has taken the perspective that new product development can be managed like any other (complex) process of the firm. While a highly structured and closely supervised approach is helpful in creating incremental innovations, this book finds that it is not conducive to creating breakthrough innovations. The text argues that the drive to routinize innovation has gone too far; in fact, so far as to limit many mature firms' ability to create breakthrough innovations. In today's economy, with the future of so many large firms on the line, this book is a clarion call to businesses to rethink how to nurture and thrive on their innovative workforce.

- Innovating in Healthcare
- Creating Breakthrough Products
- The GAME of Innovation: Gamify Challenges, Level Up Your Team, and Play to Win
- Disruptive Innovation: The Christensen Collection (The Innovator's Dilemma, The Innovator's Solution, The Innovator's DNA, and Harvard Business Review article "How Will You Measure Your Life?") (4 Items)
- What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services
- Creating and Sustaining Winning Solutions
- Your Guide to Protection Against Fraud, The Canadian Edition

Create breakthrough services, products, and business models Innovating in Healthcare offers effective approaches for designing, reworking, and implementing innovative healthcare services, products, and business models. It will help anyone working in healthcare service or product development, from hospitals to startups, to question the status quo in healthcare and implement new solutions that lower costs while increasing both quality and access. Globally, healthcare faces a threefold crisis of unsustainable economics, erratic quality, and unequal access. Just in the U.S., healthcare accounted for 18% of the 2017 GDP and will likely reach nearly 20% by 2025, while hospital-induced deaths have skyrocketed, and tens of millions of people remain uninsured. This book will focus on creating the innovations in healthcare that can meet these needs. • Written by the nation's leading authority on healthcare innovation • Includes success stories in every segment of the health care sector • Presents and applies the Six Factors in the environment that critically affect healthcare innovation • Guides the reader through tailoring a business plan specifically for the new business Designed for healthcare executives, providers, and degree students, Innovating in Healthcare is a comprehensive guide for maximizing the viability of a new healthcare product, service, or business.

Innovate and Make Real Change in our era of disruption and possibility, there are so many great opportunities within your grasp; however, most smart and successful people miss out. Unfortunately, your capabilities are limited by the seven traps of path dependency, which cause you to repeat past decisions. These traps can limit you from seeing the potential of what could be. If you could overcome these traps, what could you accomplish? How much more successful could you be? Create the Future teaches you how to think disruptively, providing specific steps to create real innovation and change. This book combines Jeremy's high energy, provocative thinking with tactics that have been battle-tested through thousands of his team's projects advising leading innovators like Disney, Starbucks, Amex, IBM, Adidas, Google, and NASA. On top of all that, this is a double-sided book, paired with The Innovation Handbook, a revised edition of Jeremy's award-winning book, Exploiting Chaos. For years, Jonathan Cagan's and Craig M. Vogel's Creating Breakthrough Products has offered an indispensable roadmap for discovering new opportunities, identifying what customers really value, and building products and services that redefine markets -- or create entirely new markets. Now, the authors have thoroughly updated their classic book, adding new chapters on service design and global innovation, plus new insights, best practices, and case studies from both U.S. and global companies. Their new Second Edition compares revolutionary (Apple-style) and evolutionary (Disney-style) approaches to innovation, helping decision-makers choose between them, and make either one work. Cagan and Vogel provide more coverage of Value Opportunity Analysis and ethnography, as well as new case studies ranging from Navistar's latest long-haul truck to P&G's reinvention of Herbal Essence. Throughout, readers will find up-to-date insights into identifying Product Opportunity Gaps that can lead to extraordinary success. This new edition also includes: • Leveraging contributions from diverse product teams -- while staying relentlessly focused on customers' values and lifestyles, from strategy through execution. Using additional visual maps and illustrations, they've made their best-selling book even more intuitive and accessible to both industry and academic audiences.

"Chip Bell's unique perspective, lively illustrations, and practical advice result in one terrific resource for anyone eager to tap a customer's ingenuity for creating breakthrough results." -- Jeanne Bliss, founder and CEO, CustomerBliss; and cofounder, Customer Experience Professionals Association (CXPA) Organizations need to offer customers breakthrough products, services, and solutions to effectively compete in today's innovation-hungry economy. The challenge is customers often don't know precisely what they want. As Henry Ford is reputed to have said, "If I had asked people what they wanted, they would have said faster horses." To surprise and awe your customers, Chip Bell advises developing co-creation partnerships with them. Co-creation partnerships are about fulfilling customers' hopes and aspirations, not just their needs and expectations. Co-creation partnerships require (1) curiosity that uncovers insight, (2) grounding that promotes clear focus, (3) discovery that fosters risk-taking, and genius-in-the-rain within every customer.

- Revealing the Secrets that Drive Global Innovation
- AI 2041
- Accelerating Business Transformation
- Killer Questions That Spark Game-Changing Innovation
- Crash, Burn, and Rise: Generate Breakthrough Growth
- A Playbook for Innovators, Rulebreakers, and Changemakers

Winning at New Products

"Jugaad Innovation is the most comprehensive book yet to appear on the subject [of frugal innovation]." —The Economist A frugal and flexible approach to innovation for the 21st century Innovation is a key directive at companies worldwide. But in these tough times, we can't rely on the old formula that has sustained innovation efforts for decades—expensive R&D projects and highly-structured innovation processes. Jugaad Innovation argues the West must look to places like India, Brazil, and China for a new approach to frugal and flexible innovation. The authors show how in these emerging markets, jugaad (a Hindi word meaning an improvised solution born from ingenuity and cleverness) is leading to dramatic growth and how Western companies can adopt jugaad innovation to succeed in our hypercompetitive world. Outlines the six principles of jugaad innovation: Seek opportunity in adversity, do more with less, think and act flexibly, keep it simple, include the margin, and follow your heart Features twenty case studies on large corporations from around the world—Google, Facebook, 3M, Apple, Best Buy, GE, IBM, Nokia, Procter & Gamble, PepsiCo, Tata Group, and more—that are actively practicing jugaad innovation The authors blog regularly at Harvard Business Review; their work has been profiled in BusinessWeek, MIT Sloan Management Review, The Financial Times, The Economist, and more Filled with previously untold and engaging stories of resourceful jugaad innovators and entrepreneurs in emerging markets and the United States This groundbreaking book shows leaders everywhere why the time is right for jugaad to emerge as a powerful business tool in the West—and how to bring jugaad practices to their organizations.

This text aims to help all members of the development team make the correct nuts-and-bolts architecture decisions that ensure project success.

Too many new products fail. New products which are hard to differentiate from existing products won't capture the customer's imagination. The failure is due to a poor understanding of customers' needs. Companies need to take a radical approach to identifying customers' real needs, and this book demonstrates innovative ways to achieve this.

In a challenging economy filled with multiple competitors, no one can afford to stagnate. Yet, innovation is notoriously difficult. How do you pinpoint the winning ideas that customers will love? Sifting through purchasing data for clues about what might sell or haphazardly brainstorming ideas are typical strategies. However, innovation expert Stephen Wunker offers the effective Jobs method: determining the drivers of customer behavior—those functional and emotional goals that people want to achieve. This simple shift in perspective opens up new insights about your customers and a wealth of hidden opportunities. For example, social media newcomer Snapchat used the Jobs process to capture the millennial demographic. By reducing functionality, the company satisfied its users' unmet need to document real life in the moment, without filters and "like" buttons. Packed with similar examples from every industry, this complete innovation guide explains both foundational concepts and a detailed action plan developed by Wunker and his team. In Jobs to Be Done, the groundbreaking Jobs Roadmap takes you step-by-step through the innovation process and reveals how to: Gather valuable customer insights Turn those insights into new product ideas Test and iterate until you find original profitable solutions And much more! Jobs to Be Done gives you a clear-cut framework for thinking about your business, outlines a roadmap for discovering new markets, new products and services, and helps you generate creative opportunities to innovate your way to success.

Ten Visions for Our Future

Market Rebels

Beyond the Obvious

Creating Value Through Innovation

Theory to Practice

Beyond Software Architecture

The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

"This counterintuitive and powerfully effective approach to creativity demonstrates how every corporation and organization can develop an innovative culture. The traditional attitude toward creativity in the American business world is to 'think outside the box'-- to brainstorm without restraint in hopes of coming up with a breakthrough idea, often in moments of crisis. Sometimes it works, but it's a problem-specific solution that does nothing to engender creative thinking more generally. 'Inside the Box' demonstrates Systematic Inventive Thinking (SIT), which systemizes creativity as part of the corporate culture."--Provided by publisher.

The Killer Questions Your Company Should Be Asking Generating and executing great ideas is the key to staying ahead in a rapidly changing world. It seems so basic. Why is it so hard to actually get right? According to innovation expert Phil McKinney, the real problem is that we're teaching people to ask the wrong questions about their businesses--or none at all. There has to be a better way. In Beyond the Obvious, McKinney will help you use his proven FIRE (Focus, Ideation, Rank, Execution) Method to dig deeper and get back to asking the right questions--the ones all companies must ask to survive. Full of real-world examples, this book will change the way you operate, innovate, and create, and it all begins with battle-tested questions Phil has gathered on note cards throughout his career. Shared for the first time here, these "Killer Questions" include: What are the rules and assumptions my industry operates under? What if the opposite were true? What will be the buying criteria used by my customer in 5 years? What are my unshakable beliefs about what my customers want? Who uses my product in ways I never anticipated? These questions will reframe the way you see your products, your customers, and the way the two interact. Whether you're a company of thousands or a lean startup, Beyond the Obvious will give you the skills and easy-to-follow plan you need to make both the revolutionary changes and nuanced tweaks required for success. Praise for Beyond the Obvious "Human beings are creatures of habit, so getting ourselves and our teams to think beyond the obvious is a challenge we face all the time. Phil McKinney is an innovation expert, and his killer questions and hit-the-spot anecdotes provide a great way to get out in front of opportunities we otherwise won't see." --Geoffrey Moore, author of Crossing the Chasm and Escape Velocity "I've always believed that asking the right questions is the essence of design. Phil McKinney proves that point with this wonderful set of killer questions that will jumpstart-or greatly enhance- your innovation efforts." --B. Joseph Pine II, co-author, The Experience Economy & Infinite Possibility. "Product Innovation is a prerequisite to building great brands. Phil's questions are a prerequisite to building innovative products." --Satjiv S. Chahil, former global marketing chief, Apple

India is known as a country not of innovation but of improvisation-or 'Jugaad', as they say in Hindi. But that has begun to change. We have enough examples in this country of people who have turned industry norms upside down to pull off the impossible in their fields. Eleven such case studies are featured in the book, including: Titan, which came out with the slimmest water-resistant watch in the world; Su-Kam, a power backup company that did not fit into an existing industry but ended up creating a new one; Shantha Biotech, which developed a low-cost Hepatitis-B vaccine and ushered in the biotechnology age in India; Trichy Police, which rewrote policing paradigms to nip extremism and crime in the bud, thus transforming the city. Through the breakthroughs achieved by these organizations, Porus Munshi shows that to do what is considered 'impossible' in your particular industry, you have to be subversive and think differently. In the process, if the existing business model needs to be turned on its head, then so be it! Business is booming in Second Life, and many residents are earning big bucks in-world--and so can you. This unique guide walks you through what it takes to launch and run a successful Second Life business. Packed with insider tips from some of the metaverse's best-known entrepreneurs, it delivers the lowdown on SL business basics and shows you step by step how to succeed in popular business niches, from real estate and construction to fashion, gadgets, toys, entertainment, music, blogging and more.

The Innovators

Creating Breakthrough Services, Products, and Business Models

The Discipline of Building Breakthroughs

Making Money in the Metaverse

The Little Black Book of Scams

Ten Types of Innovation

Innovation from Product Planning to Program Approval

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

This break-through innovation book gives a 'ground-floor' view of the innovation process. It is written by practitioners of innovation, whose expertise scales from universities to start-ups to corporations and governments, allowing the authors to avoid the usual high-level-only descriptions of generic innovation. Organized in three parts, the first part develops the detailed iterative innovation process and debunks the widely held concept of linear innovation (research->development->product) as the actual innovation process. With the reader armed with the true innovation process, the second part analyzes, using the lens of iterative innovation, a real fundamental innovation advance which transpired over a 20-year period. In the last part of the book, the authors use this new interpretation of how innovation evolves to accurately portray modern US innovation history, and define the underlying crisis in our innovation pipeline. This part finishes with practical guides for all innovation stakeholders: individual innovators, investors, universities, corporations, and governments. The book is sufficiently self-contained and can be read by anyone interested in any aspect or impact of innovation.

Innovation Through Understandingsm The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often can't explain what they want. Now, there's a breakthrough solution: Innovation Games. Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customers' true, hidden needs and desires. You'll learn what each game will accomplish, why it works, and how to play it with customers. Then, Hohmann shows how to integrate the results into your product development processes, helping you focus your efforts, reduce your costs, accelerate time to market, and deliver the right solutions, right from the start. Learn how your customers define success Discover what customers don't like about your offerings Uncover unspoken needs and breakthrough opportunities Understand where your offerings fit into your customers' operations Clarify exactly how and when customers will use your product or service Deliver the right new features, and make better strategy decisions Increase empathy for the customers' experience within your organization Improve the effectiveness of the sales and service organizations

Identify your most effective marketing messages and sellable features Innovation Games will be indispensable for anyone who wants to drive more successful, customer-focused product development: product and R&D managers, CTOs and development leaders, marketers, and senior business executives alike.

Deep Smarts

How to Cultivate and Transfer Enduring Business Wisdom

Create the Future + The Innovation Handbook

A Toolbox of Retrospective Exercises

Grabbing Lightning

Using Outcome-Driven Innovation to Create Breakthrough Products and Services

The Fourth Industrial Revolution