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The Innovator's Toolkit offers fifty-plus tools and techniques that anyone involved with innovation should know—including strategies for improving products and services, and methods for developing new ones. You'll learn how to identify innovation opportunities, generate new and unusual ideas, select the best ideas for further refinement, and test new solutions for their chances of success in the marketplace.

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If you're a business leader, a new product developer, or an inventor, The Innovator's Toolkit is one handy guide you shouldn't be without. It presents fundamental tools and concepts for innovation and includes methods and strategies for improving products and service or creating new ones.

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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 ideas for further refinement, and implementing new solutions that better meet customer expectations.

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helps innovation leaders, managers, and specialists do their jobs better than ever before—giving them more confidence, greatly reducing the chance of expensive failures, and packing more practical innovation knowhow under one cover than ever before.

This newly revised and updated companion for every innovator, innovation team leader, operations manager and corporate change agent presents, in an easy-to-use format, more than 50 tools and techniques for identifying innovation opportunities, generating new and unusual ideas and implementing new solutions.

More and more people have to organize or moderate innovation processes, creative workshops and design thinking projects and need help when choosing appropriate tools. At the same time, the number of available methods has virtually exploded in recent years - making it difficult to find the most appropriate method. This book presents 555 of the most important innovation methods and tools, selected and curated by experienced innovation professionals. A step-by-step explanation for each method allows for easy implementation in your own team meeting or workshop. Further information on each method, such as method results, experience insights, required innovation skills and numerous illustrations help the reader to select the right instrument and adapt it to their respective goal. Whether you are a beginner

or a professional, the book will help you to select methods quickly and safely. Innovation managers and everyone responsible for projects and products will find invaluable help for their work in this dictionary. It also offers a Design Thinking reference for all methods as well as a free online method search with various search paths.

Have you ever come up with an idea for a new product or service but didn't take any action because you thought it would be too risky? Or at work, have you had what you thought could be a big idea for your company—perhaps changing the way you develop or distribute a product, provide customer service, or hire and train your employees? If you have, but you haven't known how to take the next step, you need to understand what the authors call the innovator's method—a set of tools emerging from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are created, refined, and brought to market. To date these tools have helped entrepreneurs, designers, and software developers manage uncertainty—through cheap and rapid experiments that systematically lower failure rates and risk. But many managers and leaders struggle to apply these powerful tools within their organizations, as they often run counter to traditional managerial thinking and practice. Authors Nathan Furr and Jeff Dyer wrote this book to address that very

problem. Following the breakout success of The Innovator's DNA—which Dyer wrote with Hal Gregersen and bestselling author Clay Christensen to provide a framework for generating ideas—this book shows how to make those ideas actually happen, to commercialize them for success. Based on their research inside corporations and successful start-ups, Furr and Dyer developed the innovator's method, an end-to-end process for creating, refining, and bringing ideas to market. They show when and how to apply the tools of their method, how to adapt them to your business, and how to answer commonly asked questions about the method itself, including: How do we know if this idea is worth pursuing? Have we found the right solution? What is the best business model for this new offering? This book focuses on the "how"—how to test, how to validate, and how to commercialize ideas with the lean, design, and agile techniques successful start-ups use. Whether you're launching a start-up, leading an established one, or simply working to get a new product off the ground in an existing company, this book is for you.

The process of user-centered innovation: how it can benefit both users and manufacturers and how its emergence will bring changes in business models and in public policy. Innovation is rapidly becoming democratized. Users, aided by improvements in computer and communications technology, increasingly can

develop their own new products and services. These innovating users—both individuals and firms—often freely share their innovations with others, creating user-innovation communities and a rich intellectual commons. In Democratizing Innovation, Eric von Hippel looks closely at this emerging system of user-centered innovation. He explains why and when users find it profitable to develop new products and services for themselves, and why it often pays users to reveal their innovations freely for the use of all.The trend toward democratized innovation can be seen in software and information products—most notably in the free and open-source software movement—but also in physical products. Von Hippel's many examples of user innovation in action range from surgical equipment to surfboards to software security features. He shows that product and service development is concentrated among "lead users," who are ahead on marketplace trends and whose innovations are often commercially attractive. Von Hippel argues that manufacturers should redesign their innovation processes and that they should systematically seek out innovations developed by users. He points to businesses—the custom semiconductor industry is one example—that have learned to assist user-innovators by providing them with toolkits for developing new products. User innovation has a positive impact on social welfare, and von Hippel proposes that government policies, including

R&D subsidies and tax credits, should be realigned to eliminate biases against it. The goal of a democratized user-centered innovation system, says von Hippel, is well worth striving for. An electronic version of this book is available under a Creative Commons license.

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In The Innovator's DNA, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (The Innovator's Dilemma, The Innovator's Solution, How Will You Measure Your Life?) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage

ideas can be systematically developed. The content is based on over 50 years of scientific research on creativity and innovation and over 10 years of consulting and moderation experience of the author. All approaches have been tried and tested in real customer projects worldwide. The methods are always embedded in a larger framework that shows how they can be anchored in innovation processes such as design thinking and creative problem solving. The reader learns exactly when, how and why which procedure is used. The book, which is as handy as it is comprehensive, is suitable for beginners who want to broaden their personal horizons, as well as for creative professionals who are looking for a practical work manual.

How to use the Design Thinking Tools A practical guide to make innovation happen The Design Thinking Toolbox explains the most important tools and methods to put Design Thinking into action. Based on the largest international survey on the use of design thinking, the most popular methods are described in four pages each by an expert from the global Design Thinking community. If you are involved in innovation, leadership, or design, these are tools you need. Simple instructions, expert tips, templates, and images help you implement each tool or method. Quickly and comprehensively familiarize yourself with the best design thinking tools Select the appropriate warm-

ups, tools, and methods Explore new avenues of thinking Plan the agenda for different design thinking workshops Get practical application tips The Design Thinking Toolbox help innovators master the early stages of the innovation process. It's the perfect complement to the international bestseller The Design Thinking Playbook.

Logic will get you from A to B. Imagination will take you everywhere. -Albert Einstein Since the early 2000s, business storytelling has become a widely accepted strategy for companies around the world. Stories are harnessed in advertising, marketing, PR, and even leadership and culture development. Now for the first time ever, Once Upon an Innovation builds upon these practices and applies story techniques to creative problem solving and innovation. Stories light up the imagination, fostering the creative collaboration necessary to inspire, develop, and commercialize winning ideas. Stories also trigger the brain to release oxytocin, the trust and empathy hormone, making them a powerful tool for understanding and addressing users' needs. This also means that storytelling methods can be applied to the other half of the battle-getting others on board with new ideas as they move through the various checkpoints in an organization. This easy-to-read, how to guidebook provides story-based strategies and tools to: * generate rich and meaningful ideas. * rally

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stakeholders and a team around a vision. * gain empathy for user and insights into users. * bring formative ideas to life for testing and prototyping. - develop storytelling skills to persuade and inspire others. With an engaging balance of anecdotes, theories, and tools, Jean Storlie and Mimi Sherlock take their combined 50+ years of experience to illustrate how storytelling can be applied to accelerate innovation and lead change. Gather around the campfire-your story starts now.

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