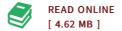


## Innovation X: Why a Company s Toughest Problems Are Its Greatest Advantage (Hardback)

## By Adam Richardson

John Wiley and Sons Ltd, United Kingdom, 2010. Hardback. Condition: New. Language: English . Brand New Book. A fresh approach to succeeding with innovation, grounded in insights about rapidly changing customers, competitors and technologies Written by a director at the awardwinning global innovation firm frog design, this vital book shows business leaders and managers how to accomplish truly effective innovation in today s disruptive climate. Richardson shows how business is filled with X-problems - tough new challenges that present massive innovation opportunities, but also risks. Thriving in a world of X-problems requires harnessing four specific approaches: Immersion, Convergence, Divergence, and Adaption. Combining frog design s approaches with insightful analysis of companies such as Apple, BMW, Clif Bar, Google, Maxtor, and , Richardson illustrates how to envision and realize successful new business ventures, products, and services. Provides a process for translating customer insights into relevant innovations, accompanied by case studies (many of them richly described from frog s own experiences)For the first time, gives real guidance on connecting products, software and services into ecosystems that are actually compelling to customersShows how to facilitate bringing multiple perspectives to understanding a problem domain, as well as how to manage an innovation portfolio over...



## Reviews

Complete guideline! Its such a excellent read. This really is for all who statte there had not been a worth studying. It is extremely difficult to leave it before concluding, once you begin to read the book.

## -- Timothy Lynch

This sort of pdf is everything and made me hunting forward and a lot more. It is packed with knowledge and wisdom I am just happy to inform you that this is the greatest ebook i have study within my own existence and might be he very best ebook for actually. -- Celestino Blanda