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Innovation Games Creating Breakthrough Products

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customers' "true, hidden" needs and desires. You'll learn what each game will accomplish, why it works, and how to play it with customers.

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Creating Breakthrough Products identifies key factors associated with successful innovation, and presents an insightful and comprehensive approach to building products and services that redefine markets -- or create new ones. Learn to identify Product Opportunity Gaps that can lead to enormous success; control and navigate the "Fuzzy Front End" of the product development process; and leverage ...

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Creating Breakthrough Products: Innovation from Product ...

Innovation Games®: Creating Breakthrough Products Through Collaborative Play draws on author and Innovation Games Company founder Luke Hohmann's marketing, product management and product development experience, as well as his longtime study of human psychology to deliver twelve unique games that help you uncover your customers' true, hidden needs and desires.

The Book - Innovation Games | Creating Breakthrough ...

For years, Creating Breakthrough Products has offered an indispensable roadmap for uncovering new opportunities, identifying what customers really value, and building products and services that redefine or create markets. Now, Jonathan Cagan and Craig M. Vogel have thoroughly updated their classic book, adding brand-new chapters on service ...

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Innovation games : creating breakthrough products through ...

The phrase innovation game refers to a form of primary market research developed by Luke Hohmann where customers play a set of directed games as a means of generating feedback

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about a product or service. The research is primary because the data collected is gathered directly from customers or prospects and is intended to answer a specific research question.

Professional 2006

Innovation game - Wikipedia

The Art of Discovering Breakthrough Products. As venture capitalist Peter Thiel once put it, “competition is for losers”. It’s inevitable that every company must be out there battling for market share, but you don’t really want to be in a situation where the competition is so stiff that any potential upside is eroded away in the process—a scenario known as perfect competition in ...

10 Types of Innovation: The Art of Discovering a ...

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create and colonize new strategic positions, a difficult if not impossible task for many established firms.

Markides explains how to overcome the obstacles to innovation so that even well-established companies can innovate by breaking the rules of the game. "All the Right Moves" reveals how creative thinking leads to

All the Right Moves: A Guide to Crafting Breakthrough Strategy

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