

Breakthrough!: a 7-step system for developing unexpected and profitable ideas

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Abstrak

Consider some big ideas that have become business and cultural phenomena: how Starbucks transformed a declining coffee market by combining an experience destination with a premium product. Or how the established notion that dolls are for girls was shattered by a toy line called G.I. Joe. Most people mistakenly think breakthrough ideas are a matter of divine inspiration and luck. This book reveals a step-by-step methodology individuals and organizations can use to develop, create, and nurture the kinds of new products and services that capture the public's imagination. Loaded with examples and packed with straightforward explanations of the processes that can lead to breakout hits this book shows readers how to create an idea methodology, encourage free-thinking, keep good ideas, and bring revolutionary, revenue-generating new concepts to market.