

Something really new: three simple steps to creating truly innovative products

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20443665&lokasi=lokal>

Abstrak

Product innovation is the key to business growth. But many books deal with innovation from the business process view alone, or confuse innovation with creativity. Written by an innovation expert whose products generate more than one billion dollars in annual revenue, Something Really New introduces a straightforward but powerful framework for creating exciting new product and service concepts . . . simply by asking three essential questions.