

Innovation As Usual

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21 jun 2017 innovation is at its core about solving problems and there are as many ways to innovate as there are different types of problems to solve just like we wouldn't

rely on a single

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companies typically treat their innovation projects as a portfolio aiming for a mix of projects that collectively meet their strategic objectives the problem say the authors is that portfolio

in business innovation rarely springs from a flash of inspiration it arises from a cold eyed analysis of seven kinds of opportunities

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