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to do this because it
minimizes the risk of
product or service
failure. Organizations
learn what customers
want, what they like,
and what they will
refuse to buy.

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The 4 Types of Innovation and the Problems They Solve

The best companies find ways to embed innovation into the fibers of their culture, from the core to the periphery. They start

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back where we began:
with aspirations that
forge tight connections
among innovation,
strategy, and
performance. When a
company sets financial
targets for innovation
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spaces, minds become
far more focused.

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A new book addresses this, titled Innovation by Design: How Any Organization Can Leverage Design Thinking To Produce Change, Drive New Ideas, and Deliver Meaningful Solutions. I interviewed both authors to find out more. Thomas Lockwood has a Ph.D. in design management and is a thought leader at integrating design

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