



Taking Ideas to Market

By Tim Jones, Simon Kirby, Anna Soisalo

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Taking Ideas to Market, Tim Jones, Simon Kirby, Anna Soisalo, This title presents a fast track route to successfully taking new ideas to market. It covers the key areas of innovation, from generating new concepts and selecting the best opportunities to managing a new product launch and ensuring effective delivery. It features examples and lessons from some of the world's most successful businesses, including ABB, eBay, 3M and Zara, and ideas from the smartest thinkers, including Edward de Bono, John Kao, Robert Cooper, Gary Hamel and Clayton Christiansen. It includes a comprehensive resources guide.



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