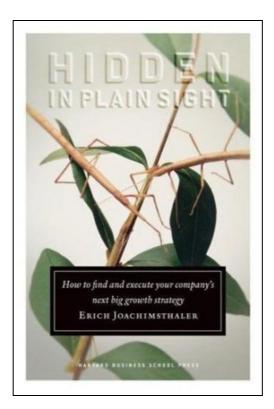
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Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf. *(Alfreda Bradtke)*

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Harvard Business Review Press, United States, 2007. Hardback. Condition: New. Language: English . Brand New Book. Companies must innovate to grow, but they often forget to look beyond their own brands. Take Sony, for example. Its success with consumer innovations like the Walkman blinded it to obvious changes in how, when, and where people wanted their music. Apple capitalized on those changes in demand with the iPod, providing a new way of listening to music and of managing one s entire music library. This book explains how you can spot these opportunities that are hidden in plain sight. It introduces the demand-first innovation and growth model that will show you how to become an unbiased observer of people s consumption and usage behaviors. Refining this skill helps companies generate organic growth through new products, services, solutions, and experiences that truly enhance peoples lives. Revealing the innovative processes of such organizations as BMW, Proctor and Gamble, GE Healthcare, and Frito-Lay, Hidden in Plain Sight offers you a new approach to identifying and executing your company s growth strategy.

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