



How to Kill a Unicorn: .and Build Bold Ideas that Make It to Market, Transform Industries and Deliver Growth (Paperback)

By Mark Payne

Hodder Stoughton General Division, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. It s cool. But so what? This is the billion-dollar question that leading companies such as Samsung, Starbucks and American Express ask Fahrenheit 212 to answer for them whenever they develop new technologies. Many companies are good at acquiring new product prototypes but bad at working out what they would do when they arrived at the front door. Many just give up, lacking the How to go with the Wow . Using a unique two-sided approach to innovation involving both the Money and the Magic and in the process turning traditional orthodoxies about brainstorming on their head, Mark Payne reveals how to explore every potential idea with the end goal in mind-bringing an innovative product to market in a way that will transform a company s business and growth.



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