



## Innovation X: Why A Company's Toughest Problems are Its Greatest Advantage

By Adam Richardson

Times Group Books, New Delhi, India, 2010. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. This vital book shows business leaders and managers how to accomplish truly effective innovation in today's disruptive climate. Richardson shows how business is filled with "X-problems"- tough new challenges that present massive innovation opportunities, but also risks. Thriving in a world of X-problems requires harnessing four specific approaches: Immersion, Convergence, Divergence and Adaption. Combining frog design's approaches with insightful analysis of companies, Richardson illustrates how to envision and realize successful new business ventures, products and services. It is an essential guide for companies seeking to create growth and differentiation in increasingly competitive markets. Printed Pages: 256.

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