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The Innovator's Toolkit explains all the fundamental tools and concepts anyone involved in innovation should be familiar with--especially methods and strategies for improving products and services and developing new ones. This book is written in an easy-to-use reference format that helps readers understand why, when, and how to apply each tool. The tools and techniques in this book are organized around a four-step innovation methodology--define, discover, develop, and demonstrate--that takes readers through problem identification, then flows into idea generation, idea selection, and, finally, idea implementation. Constant innovation is a necessity for business success today; The Innovator's Toolkit presents an effective plan for achieving it.