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Understanding Innovation

Series Editors: C. Meinel, L. Leifer

“Everyone loves an innovation, an idea that sells.” Few definitions of innovation are more succinct. It cuts to the core. Yet in doing so, it lays bare the reality that selling depends on factors outside the innovation envelope. The “let’s get creative” imperative does not control its own destiny. Expressed another way, in how many ways can we define innovation? A corollary lies in asking, in how many ways can the innovative enterprise be organized? For a third iteration, in how many ways can the innovation process be structured? Now we have a question worth addressing. “Understanding Innovation” is a book series designed to expose the reader to the breadth and depth of design thinking modalities in pursuit of innovations that sell. It is not our intent to give the reader a definitive protocol or paradigm. In fact, the very expectation of “one right answer” would be misguided. Instead we offer a journey of discovery, one that is radical, relevant, and rigorous.

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