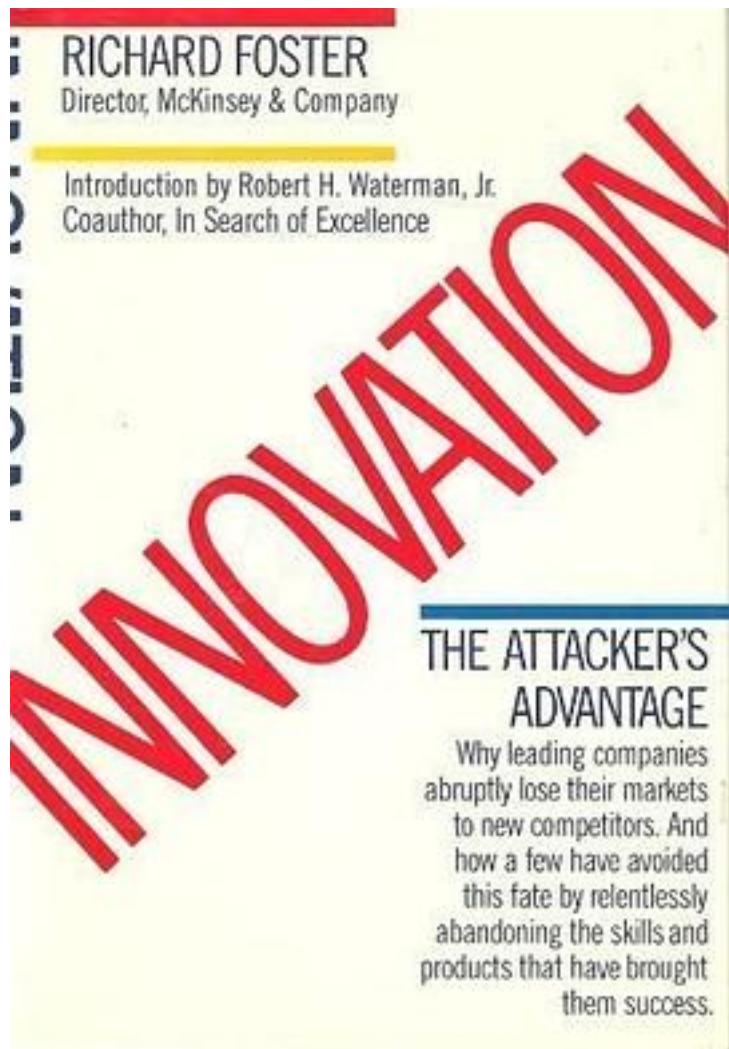


# Innovation



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Innovation is not a mystery; it's a process. Innovation shows you how to recognize leading-edge opportunities, create products, services, and businesses, and successfully launch them in the marketplace. Unlike ordinary volumes on business creativity, this practical book shows you how to identify real consumer needs--and then make money from the products and services that fill those needs. Inside this book you'll learn how to: Take ideas to the next level by evaluating and testing them Protect your ideas through licensing and partnerships Use corporate alliances, joint ventures, and marketing to leverage your product or service Practical and precise, Innovation shows you just what you need to know to stay competitive in a shifting marketplace.

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