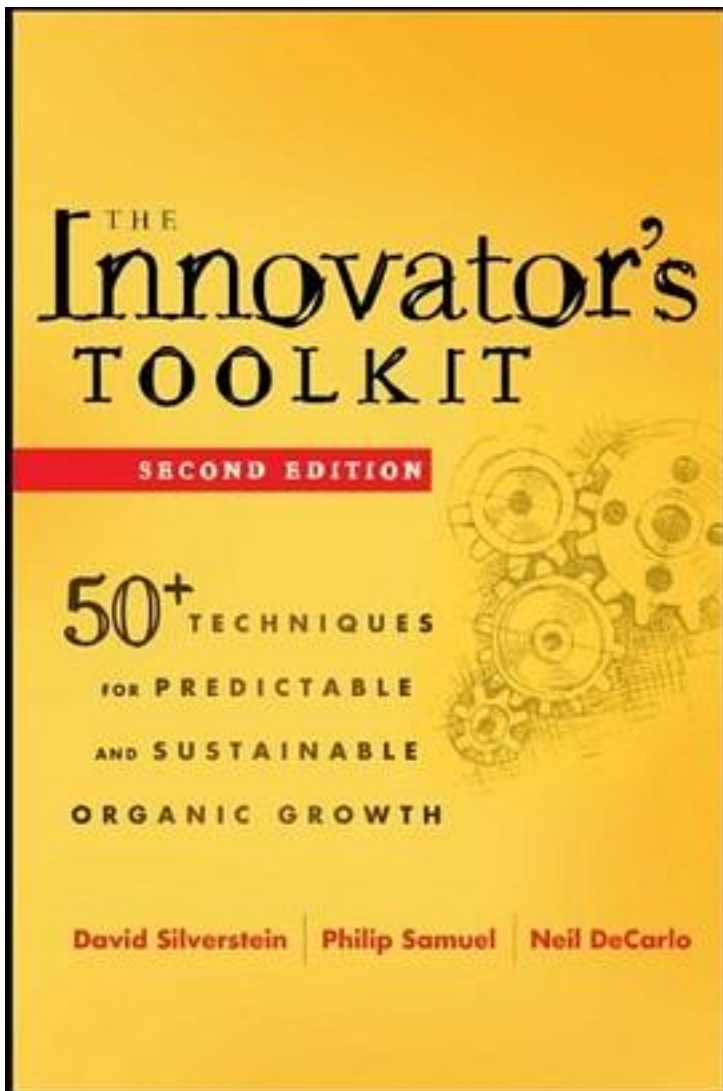# The Innovator's Toolkit

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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.

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DavidSilverstein is founder and CEO of Breakthrough Management Group International, a consulting and training organization focused on innovation, Six Sigma, and business excellence. His articles have been featured in the Wall Street Journal, Worth, Investor's Business Daily, BusinessWeek, and other media. For more information, visit www.BMGi.com.

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目录:

标签

思维

创新

能力修炼

Innovation

英语

评论

将innovation划分四个阶段,简称4D，每个阶段囊括了许多工具，综合了创新、精益六西格玛、萃智等技术，很好的工具书，对于一个case怎么利用4D以及选择合适工具作者没有系统介绍，读者更需要训练。

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书评

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