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The big idea : how business innovators get great ideas to market

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Abstrak

Innovation. Businesses want it. Individuals crave it. Organizations strive for it. But what does it take, really, to innovate? If you are looking for a theoretical framework and long exposition discussing the pros and cons of various business methodologies, then you have come to the wrong place. But if you want entertaining, real-world, tried-andtrue examples of amazing business innovations, then keep reading. The best way to learn and understand what it takes to innovate is by looking at people who have done it. In The Big Idea, you have the real-life stories of 30 different products that were truly unique, started as an idea in someone?s head, and went on to become household names. How did Procter & Gamble invent and market the world?s first disposable diapers, Pampers? How did Dr. Spencer Silver turn his mistake in the lab, a glue that wasn?t very sticky, into Post-it Notes? Did you know that the guy who invented the Palm Pilot had tried two previous times to create a handwriting software recognition device?