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# How to Become Innovative

*Tony Davila, Marc Epstein, Robert Shelton, Jonathan Cagan, Craig M. Vogel*

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**How to Become Innovative** Tony Davila, Marc Epstein, Robert Shelton, Jonathan Cagan, Craig M. Vogel **Making Innovation Work** presents a formal innovation process proven to work at HP, Microsoft, and Toyota to help ordinary managers drive top and bottom line growth from innovation. The authors have drawn on their unsurpassed innovation consulting experience -- as well as the most thorough review of innovation research ever performed. They'll show what works, what doesn't, and how to use management tools to dramatically increase the payoff from innovation investments. Learn how to define the right strategy for effective innovation, how to structure an organization to innovate best, how to implement management systems to assess ongoing innovation, how to incentivize teams to deliver, and much more. This book offers the first authoritative guide to using metrics at every step of the innovation process -- from idea creation and selection through prototyping and commercialization. This updated edition refreshes the examples used throughout the book and features a new introduction that gives currency to the principles covered throughout.

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For years, **Creating Breakthrough Products** has offered an indispensable roadmap for uncovering new opportunities, identifying what customers really value, and building products and services that redefine markets -- or create entirely new markets. Now, the authors have thoroughly updated their classic book, adding brand-new chapters on service design and global innovation, plus new insights, best practices, and case studies from both U.S. and global companies. Their new second edition presents:

- Revolutionary (Apple-style) and evolutionary (Disney-style) approaches to innovation: choosing between them, and making either one work
- More coverage of Value Opportunity Analysis and ethnography
- New case studies ranging from Navistar's latest long-haul truck to P+G's reinvention of Herbal Essences, plus updates to existing cases
- New coverage of the emerging environment of product-service ecosystems
- Additional visual maps and illustrations that make the book more intuitive and accessible

Readers will find new insights into identifying Product Opportunity Gaps that can lead to enormous success, navigating the "Fuzzy Front End" of product development, and leveraging contributions from diverse product teams -- while staying relentlessly focused on their customers' values and lifestyles, from strategy through execution.

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