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The Innovation Expedition: A Visual Toolkit To Start Innovation



Synopsis

The Innovation Expedition does for innovation what Alexander Osterwalder's mega bestseller Business Model Generation did for business modeling: it makes a complicated business subject very accessible by telling the story in a visual way and by presenting a method that is tested and works! Gijs van Wulfen was chosen by LinkedIn as one of their first 150 Influencers and was listed on the International Top 40 Innovation Bloggers of 2013.

Book Information

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Customer Reviews

By the time I began to read this book, I was already convinced that the innovation process is a journey of discovery but it never occurred to me to think of it, also, as an "expedition," a much more structured process. Indeed, the accounts of the greatest expeditions throughout history -- such as Roald Amundsen's Search for the Northwest Passage, Hernan Cortes and the Fall of the Aztec Empire, Charles Darwin's Journey on the HMS Beagle, Ferdinand Magellan and the First Circumnavigation of the Earth, the Travels of Marco Polo, Stanley's Search for Livingstone, Lewis and Clark and the Expansion into the West, Sir Edmund Hillary and the First Successful Everest Expedition, Christopher Columbus' Discovery of the New World, and Neil Armstrong's First Steps on the Moon -- reveal lessons in leadership and management lessons that can be of incalculable value in the global business world. In this volume, Gijs van Wulfen provides a brilliant analysis of what he has learned from Amundsen, Armstrong, Columbus, Edmund Hilary, and Magellan. When doing so, he frames much of the material within the FORTH Innovation Method, a 20-week expedition

previously introduced and explained in *Creating Innovative Products and Services*, another of van Wulfen's books that I also highly recommend. Here is my take on the essence of this method: Full steam ahead (Five Weeks): Begin the process with passion and determination...

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