



Innovation: The Five Disciplines for Creating What Customers Want

By Curtis R. Carlson

Crown Business. Hardcover. Book Condition: New. Hardcover. 368 pages. Dimensions: 9.2in. x 6.4in. x 1.6in. Nothing is more important to business success than innovation . . . And here's what you can do about it on Monday morning with the definitive how-to book from the world's leading authority on innovation. When it comes to innovation, Curt Carlson and Bill Wilmot of SRI International know what they are talking about. Literally. SRI has pioneered innovations that day in and day out are part of the fabric of your life, such as: The computer mouse and the personal computer interface you use at home and work. The high-definition television in your living room. The unusual numbers at the bottom of your checks that enable your bank to maintain your account balance correctly. The speech-recognition system used by your financial services firm when you call for your account balance or to make a transaction. Each of these innovations and literally hundreds of others created new value for customers. And that's the central message of this book. Innovation is not about inventing clever gadgets or just creativity. It is the successful creation and delivery of a new or improved product or service that provides value for your customer and sustained profit for...



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