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400 Year Project Press, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Advanced Business for Innovation: Stimulate Competitor Innovation and Copying is different from many other innovation books in primarily paying attention to what a company can do to shape an industry to be more innovative, to make customers more effective, and to stimulate increased and faster innovation and copying by competitors, rather than on just what innovation an organization should do. A paraphrase of Jesus words in Matthew 5:14-15 (NKJV) captures this book s perspective very well: If you set a good example in innovating, that example will become the way those in your industry think and act. Advanced Business for Innovation is intended to be applied in conjunction with the four complementary breakthroughs (gaining market share while accelerating market growth by 20 times, reducing stakeholder and company costs of an offering by at least 96 percent, eliminating 96 percent of investment needed to supply offerings, and increasing value for all stakeholders by 20 times) discussed in Business Basics and Advanced Business to expand stakeholder benefits by over 3.2 million times.



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