

Winning In The Innovation Economy

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HP



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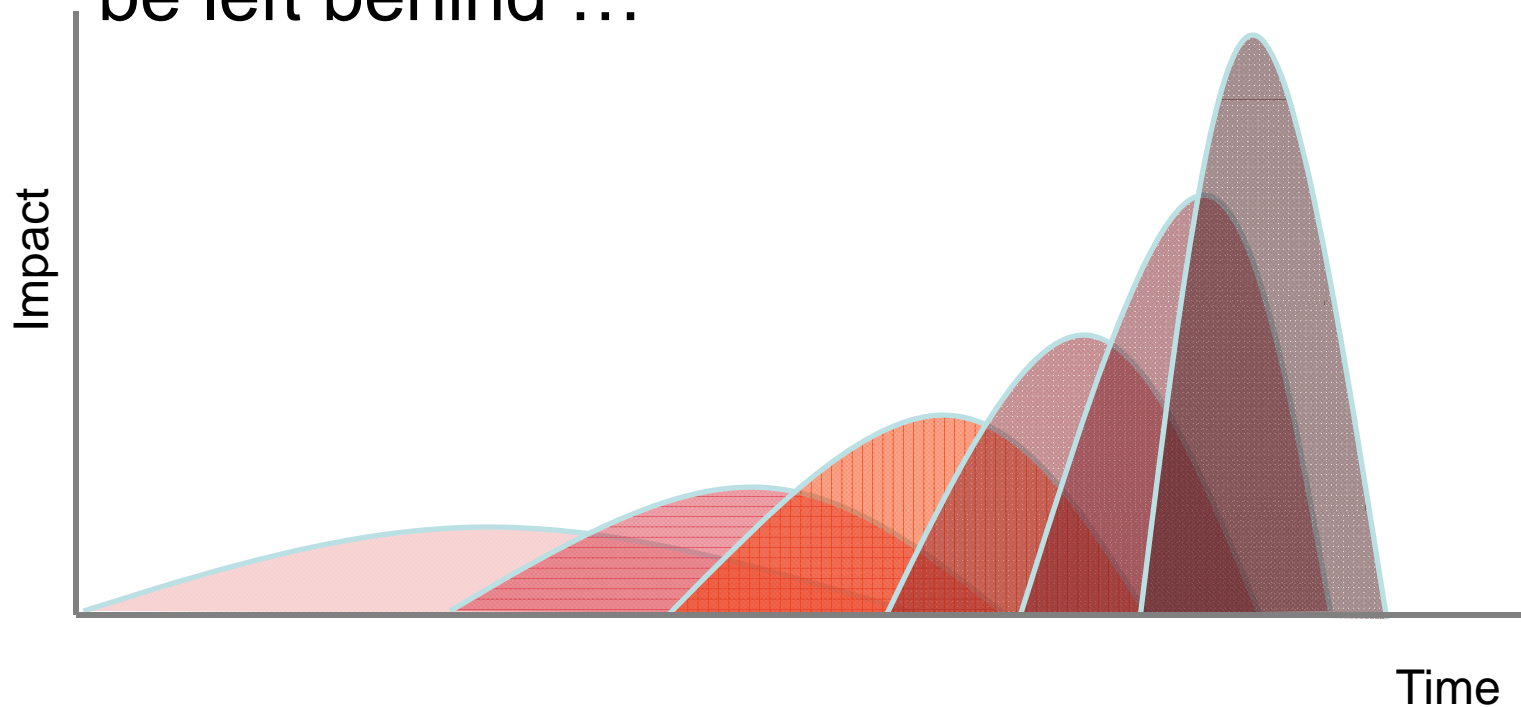
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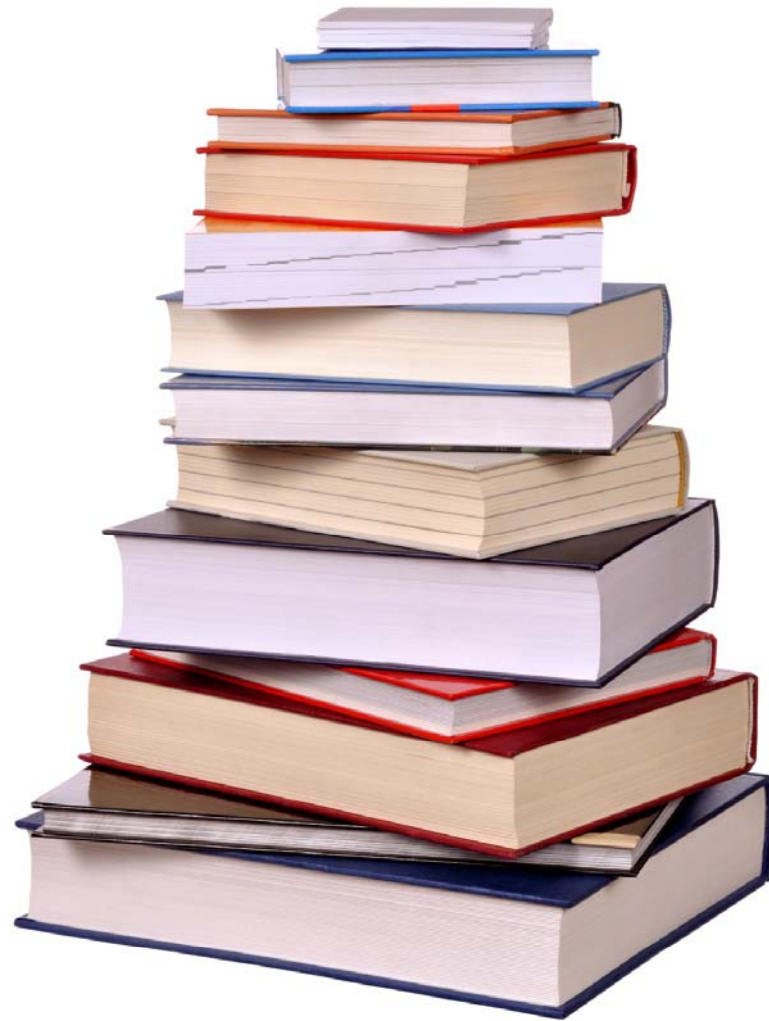
Why Is Innovation Such A Hot Topic?

The Emergence Of The Creative Economy

... the transition from the knowledge economy to the creative economy is accelerating

... individuals and organizations not ready will be left behind ...





Knowledge Is A Commodity

The Challenge Of Innovation

INNOVATION

GAP

DELAY

Innovation Culture

(innovation framework)

US ... YOU ... WE ... They

**Creativity Is Not A Gift
But a Skill**

We Are Creative Creatures





Stupid Wins

Suspend Disbelief

The market is not ready ...

Don't waste your time, I'm an expert ..

Not enough return on investment ...

Its not a new concept ...

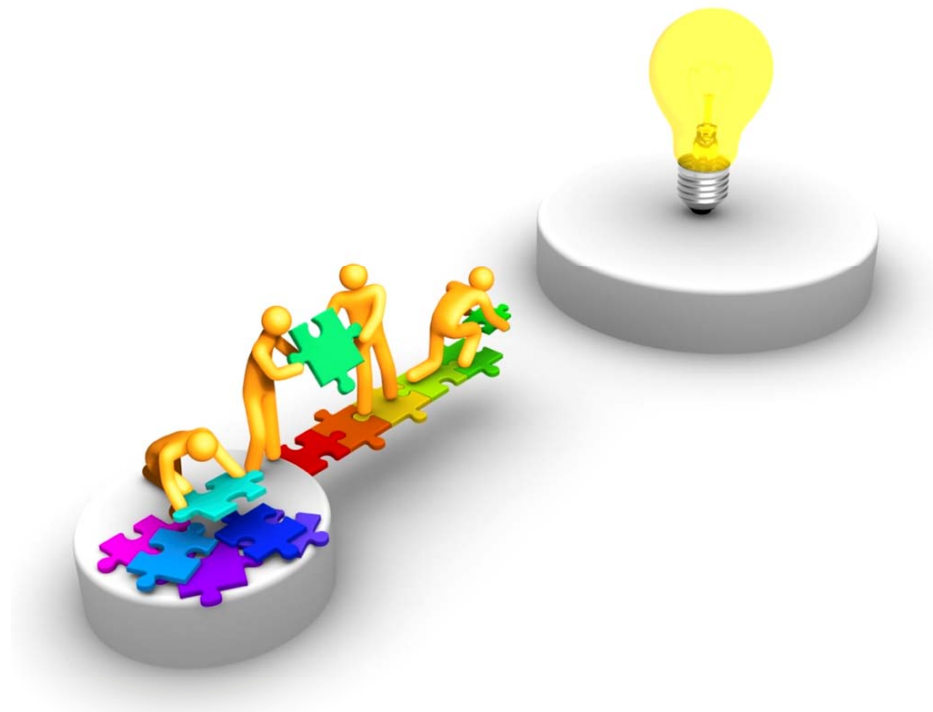
I have something better ...

Its great, but ...

We tried that before and it didn't work ...

FIRE+PO

Ideas Without Execution Are A Hobby





Ideas Are The New _____

For More Information:

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