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Management of the Fuzzy Front End of Innovation

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From Springer : Management of the Fuzzy Front End of Innovation before purchasing it in order to gage whether or not it would be worth my time, and all praised Management of the Fuzzy Front End of Innovation:

0 of 0 people found the following review helpful. Quite interestingBy JackalI can recommend this book to practitioners with an academic bent. The book covers all different kind of approaches to the front end of innovation process. This is both a strength and a weakness. I don't expect most readers to read the whole book. Instead you jump back and forth and read what interests you.I think this book is less interesting for academics, even though its style is quite academic. The material is not really novel or deep enough to be an academic contribution. Still if you are an academic that would like to know more about an area and what is done both in academia and practice, you get a good

flavour of the field by reading the book. A book with this amount of models and frameworks could only have been written by a German!

0 of 0 people found the following review helpful.

concise information on front end innovation

By Herbert

This book provides a broad overview of different topics that are essential at the front end of innovation. It is not only a compendium which explains the most important drivers of front end success, but also contains detailed and fresh insights into central topics. I like the way the authors consider the consequences of different actions from different angles to get a good idea of the positive aspects and the negative side effects of certain activities. Moreover, the book offers examples that explain how companies tackle the front end of innovation. I notably like the chapter on business model innovation and the one on integrating customers at the front end of innovation, because they provide a lot of hands-on suggestions that can be immediately implemented into business practice. Further, I think the insights into IBM's industry solution labs are great. You can see how IBM uses their client centers as open innovation knowledge hubs. They have direct access to the scientists and benefit from the inspiring and creative atmosphere in the labs. These labs do not only help to discuss technology trends and to inspire IBM's Global Technology Outlook but also to detect radical business ideas and to find partners for first-of-a-kind projects.

This book shows the patterns of the fuzzy front end of innovation and how it can be managed successfully. Topics in this book cover traditional instruments and processes such as technology monitoring, market-oriented research management, lead-user developments, but also modern approaches such as frontloading, user community-driven innovation, crowdsourcing, anthropological expeditions, technological listening posts in global RD settings, cross-industry innovation processes, open innovation, and IP cycle management. Contributions are based on latest research and cases studies on this new paradigm. The authors investigate this phenomenon, linking the practice of the early innovation phase to the established body of innovation research. Conceptual articles complement case studies to provide the reader with insight on managing the fuzzy front end of innovation. Lessons learned with success factors and checklists complement each chapter.

From the Back Cover

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