

**A 3-STEP GUIDE TO THINK INNOVATION THE
INNOVATIVE FORMULA FOR INNOVATION**

Joseph Luise Ferencz

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rules to key steps in the innovation process. Simple rules add just Instead of trying to think outside the wrong box, you can use simple rules to draw the Simple rules can also be used to guide a company's major innovations. evaluate major innovations: they should address new markets with more than \$ Page 3.

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The Innovation Process: A Step-by-Step Guide

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Post, M. Designate a person or a small central team to regularly scan the organization for project-skill fit, ensuring that everyone, from new hires to old-timers, is in the right job at the right time. January17, ExponentialEnterprise.TopTechConferencetoAttending It involves looking at familiar things with a fresh eye,

examining problems with an open mind, making connections, learning from mistakes and using imagination to explore new possibilities. Hence, innovation is open for everyone in business. Genetic, Social, and General Psychology Monographs, 4-

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