

## Insourcing Innovation How To Achieve Competitive Excellence Using Triz

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Insourcing Innovation provides a clear overview of the business issues involved in a growth through innovation strategy. After the business issues of innovation are discussed, the tactical and strategic aspects of the highly effective TRIZ (Theory of Inventive Problem Solving) structured innovation methodology are covered.

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Innovation is central to business success, yet no other aspect of business is as frustrating and out of control. Instead of occurring in fits and starts and strokes of genius, innovation needs to become an all-the-time event that's measurable, reliable, predictable, streamlined, and effective. Asserting that every innovation objective has a ...

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The methodology in Insourcing Innovation presents a structure for managing creativity and analysis in pursuit of R&D and innovation gains. The book is divided into five parts. Part One presents the business benefits of having a structured innovation methodology. A framework for business excellence and the highlights of TRIZ are also covered.

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