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The Innovator's Method: Bringing the Lean Start-up into Your Organization by Nathan Furr. Goodreads helps you keep track of books you want to read. Start by marking "The Innovator's Method: Bringing the Lean Start-up into Your Organization" as Want to Read: Want to Read.

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This complete summary of the ideas from Nathan Furr and Jeff Dyer's book "The Innovator's Method" tells you how successful innovators work and why. According to Furr and Dyer, it's all about looking for a problem, developing prototypes and establishing a solid business model.

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The Innovator's Method: Bringing the Lean Start-up into Your Organization Nathan Furr, Jeff Dyer, Clayton M. Christensen Have you ever come up with an idea for a new product or service but didn't take any action because you thought it would be too risky?

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Below, in an extract from their new book The Innovator's Method: Bringing the Lean Startup into Your Organization, authors Nathan Furr and Jeff Dyer introduce methods and tools made for the uncertainty - and the brilliance - of innovation. New perspectives and tools for managing uncertainty are emerging in many disparate fields.

## **The Innovator's Method - The European Business Review**

The Innovator's Method are sometimes called "unknown unknowns," such as hidden customer

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preferences or undiscovered elements of a technical solution. The more unknowns there are about customer preferences and behavior, the greater the demand uncertainty. For example, when Jenn Hyman of Rent the Runway came up with the idea to rent designer

### **THE INNOVATOR'S METHOD**

Buy Innovator's Method Today! A follow-up guide to the bestselling book The Innovator's DNA; Based on insights from our Forbes "Most Innovative Companies List" Rich with case studies and stories from the top startups, corporate innovators, and growth companies including Rent the Runway, Amazon, Intuit, Regeneron and Google

### **The Innovator's Method - Download The Introduction**

Based on their research inside corporations and successful start-ups, Furr and Dyer developed the innovator's method, an end-to-end process for creating, refining, and bringing ideas to market.

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If you have, but you haven't known how to take the next step, you need to understand what the authors call the innovator's method--a set of tools emerging from lean start-up, design thinking, and...

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John Donovan, Senior Executive Vice President, AT&T Technology and Network Operations-- "The Innovator's Method lays out the importance of leadership and culture change within large companies in today's age of uncertainty. The method serves as the foundation for accelerating innovation and driving change by bringing great ideas to life."

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“Lean Start-In” workshop. Employee teams bring an idea for a significant unmet customer need, and in two days the team goes through the entire cycle of validating a customer pain, prototyping a solution, and testing it with customers.” — Nathan Furr, *The Innovator's Method: Bringing the Lean Start-up into Your Organization*

## **The Innovator's Method Quotes by Nathan Furr**

If you have, but you haven't known how to take the next step, you need to understand what the authors call the innovator's method—a set of tools emerging from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are created, refined, and brought to market.

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Nathan Furr is a strategy professor at INSEAD and a coauthor of *Innovation Capital* (HBR Press, 2019), *Leading Transformation* (HBR Press, 2018), and *The Innovator's Method* (HBR Press, 2014)

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