



# Innovation Navigation: How To Get From Idea To Reality In 90 Days

*Kurt Baumberger*

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Innovation Navigation offers a new step-by-step approach to systematically move from a fuzzy thought to firm reality in 90 days. You will learn how to use an innovation framework coupled with agile methodology to create rapid prototypes of products and services customers actually want. Innovation Navigation features mapping exercises, illustrations, and one-page summary tools used by startups, marketing agencies, consultancies, and companies worldwide, including Google, Apple, Nissan, Hospital Corporation of America, P&G, and The Coca-Cola Company. Discover how to build support for your innovation while inoculating against "organizational antibodies" bent on destroying anything new. Innovation Navigation is for those ready to stop talking and start building. If you want to create a breakthrough innovation and not just an incremental improvement, you need this guide. And you need it now.

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