



Beyond the Obvious: How Killer Questions Lead to Breakthrough Innovation (Hardback)

By Phil McKinney

Hyperion, United States, 2012. Hardback. Book Condition: New. 236 x 155 mm. Language: English . Brand New Book. The Killer Questions Your Company Should Be Asking Generating and executing great ideas is the key to staying ahead in a rapidly changing world. It seems so basic. Why is it so hard to actually get right? According to innovation expert Phil McKinney, the real problem is that we re teaching people to ask the wrong questions about their businesses--or none at all. There has to be a better way. In Beyond the Obvious, McKinney will help you use his proven FIRE (Focus, Ideation, Rank, Execution) Method to dig deeper and get back to asking the right questions--the ones all companies must ask to survive. Full of real-world examples, this book will change the way you operate, innovate, and create, and it all begins with battle-tested questions Phil has gathered on note cards throughout his career. Shared for the first time here, these Killer Questions include: What are the rules and assumptions my industry operates under? What if the opposite were true? What will be the buying criteria used by my customer in 5 years? What are my unshakable beliefs about what...



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