Unthinkable: The Culture and Politics of Getting Innovation Wrong

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 Unthinkable is the first book on innovation to be written from the trenches. Expert Tom Hopkins explains why big companies so often fail to do new things, and clearly explores the solutions pioneered at product and service innovation company Fluxx.
Identify with real-life stories of new product development gone wrong. Learn about the underlying human and business factors which can derail even the most well equipped teams. Understand new approaches that can deliver successful outcome for you today.

Tom's examples are drawn from extensive experience working with many of the world's biggest brands at Fluxx, offering inspiration and enthusiasm for leaders embarking on the uphill struggle of innovation in established businesses.

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