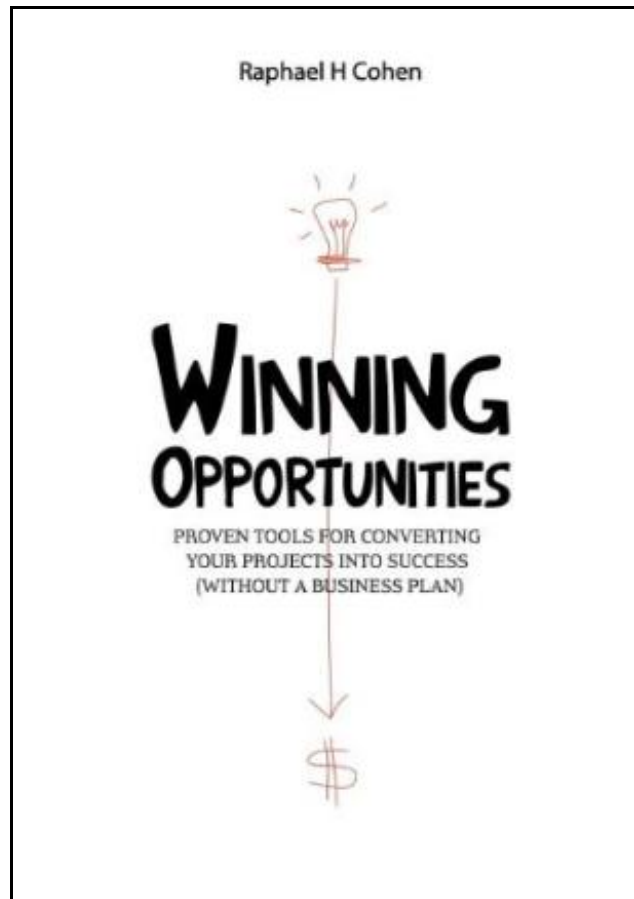


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Reviews

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(Prof. Antone Olson II)*

WINNING OPPORTUNITIES: PROVEN TOOLS FOR CONVERTING YOUR PROJECTS INTO SUCCESS (WITHOUT A BUSINESS PLAN) - FULL COLOR EDITION



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Dog Ear Publishing. Paperback. Book Condition: New. Raphaëlle Aviva Levy (illustrator). Paperback. 260 pages. Dimensions: 11.0in. x 8.4in. x 0.5in. This book finally gives innovators an alternative to the painful writing of business plans. Not only an alternative but also a more effective, faster and easier way to convince investors and decision makers: the Opportunity Case is a more user-friendly way of analyzing and presenting a project, which has been quickly adopted by those who have been exposed to it. This includes many multinational corporations, public sector organizations as well as start-ups. It also addresses a central problem in existing businesses: many people have good ideas but very few of these innovations are actually implemented. The content of this book proposes the first practical process that has been demonstrated to boost innovation by up to 56. Winning Opportunities presents the IpOp Model, which models, in a very concrete and down-to-earth way, the core process of innovation that successful entrepreneurs and intrapreneurs use, even unconsciously. The model acts as a simple hands-on road-map for innovators who want to increase their chances of success. This structured and user-friendly road-map helps innovators turn an idea into a tangible opportunity, outline measurable deliverables, learn how to address all the key issues critical to the success of their project, and identify early in the process whether an opportunity is worth pursuing. To illustrate its concepts, a large number of real-life examples are included as inspiration to the reader. Nespresso's strategy is used throughout the book to demonstrate each key step of the IpOp Model. It is the first description of the strategy that shaped the fascinating success story of Nespresso, a 3-billion business with double-digit annual growth. Both Nespresso and IpOp Model were developed in Switzerland, recently ranked No 1 in innovation worldwide. Besides helping start-up...



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