



# Harvard Business Review on Inspiring & Executing Innovation

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Fresh ideas can mean big profits--but only if they make it to market and sell.

If you need the best practices and ideas for creating and delivering new products and services--but don't have time to find them--this book is for you. Here are 10 inspiring and useful perspectives, all in one place.

This collection of HBR articles will help you:

- Decide which ideas are worth pursuing
- Adapt offerings from the developing world to wealthy markets
- Plan all-new ventures by testing and tweaking
- Tailor your efforts to meet customers' most pressing needs
- Make inexpensive products on a vast scale
- Measure and improve innovation performance
- Avoid classic pitfalls such as stifling innovation with rigid processes

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