

# **Innovation Games Creating Breakthrough Products Through Collaborative Play**

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## **Innovation Games: Creating Breakthrough Products Through ...**

Innovation Games®: Creating Breakthrough Products Through Collaborative Play draws on author and Innovation Games Company founder Luke Hohmann's marketing, product management and product development experience, as well as his longtime study of human psychology to deliver twelve unique games that help you uncover your customers' true, hidden needs and desires.

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## **Innovation Games: Creating Breakthrough Products Through ...**

For years, *Creating Breakthrough Products* has offered an indispensable roadmap for uncovering new opportunities, identifying what customers really value, and building products and services that redefine or create markets. Now, Jonathan Cagan and Craig M. Vogel have thoroughly updated their classic book, adding brand-new chapters on service ...

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Now, there's a breakthrough solution: *Innovation Games*. Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customers' true, hidden needs and desires. You'll learn what each game will accomplish, why it works, and how to play it with customers.

## **Bing: Innovation Games Creating Breakthrough Products**

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Innovation Games Creating Breakthrough Products Through Collaborative Play. by Luke Hohmann (Author) The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often can't explain what they want.

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Innovation Games are fun ways to collaborate with your customers to better understand their needs. You can use them to discover new business opportunities, drive strategy and product road map decisions, improve the effectiveness of sales and service organizations, fine-tune marketing messages, and create more intimate, durable relationships with your customers.

### **Creating Breakthrough Products: Revealing the Secrets That ...**

Innovation Games: Creating Breakthrough Products Through Collaborative Play. by. Released August 2006. Publisher (s): Addison-Wesley Professional. ISBN: 0321437292. Explore a preview version of Innovation Games: Creating Breakthrough Products Through Collaborative Play right now. O'Reilly members get unlimited access to live online training experiences, plus books, videos, and digital content from 200+ publishers.

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