

The book was found

# The Innovation Expedition: A Visual Toolkit To Start Innovation



## Synopsis

The Innovation Expedition does for innovation what Alexander Osterwalder's mega bestseller Business Model Generation did for business modeling: it makes a complicated business subject very accessible by telling the story in a visual way and by presenting a method that is tested and works! Gijs van Wulfen was chosen by LinkedIn as one of their first 150 Influencers and was listed on the International Top 40 Innovation Bloggers of 2013.

## Book Information

Paperback: 240 pages

Publisher: BIS Publishers (September 17, 2013)

Language: English

ISBN-10: 9063693133

ISBN-13: 978-9063693138

Product Dimensions: 1 x 9.5 x 7.8 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (14 customer reviews)

Best Sellers Rank: #286,719 in Books (See Top 100 in Books) #72 in Â Books > Arts &

Photography > Graphic Design > Commercial > Book Design #226 in Â Books > Reference >

Encyclopedias & Subject Guides > Business #878 in Â Books > Business & Money > Processes &

Infrastructure > Strategic Planning

## Customer Reviews

By the time I began to read this book, I was already convinced that the innovation process is a journey of discovery but it never occurred to me to think of it, also, as an "expedition," a much more structured process. Indeed, the accounts of the greatest expeditions throughout history -- such as Roald Amundsen's Search for the Northwest Passage, Hernan Cortes and the Fall of the Aztec Empire, Charles Darwin's Journey on the HMS Beagle, Ferdinand Magellan and the First Circumnavigation of the Earth, the Travels of Marco Polo, Stanley's Search for Livingstone, Lewis and Clark and the Expansion into the West, Sir Edmund Hillary and the First Successful Everest Expedition, Christopher Columbus' Discovery of the New World, and Neil Armstrong's First Steps on the Moon -- reveal lessons in leadership and management lessons that can be of incalculable value in the global business world. In this volume, Gijs van Wulfen provides a brilliant analysis of what he has learned from Amundsen, Armstrong, Columbus, Edmund Hilary, and Magellan. When doing so, he frames much of the material within the FORTH Innovation Method, a 20-week expedition

previously introduced and explained in Creating Innovative Products and Services, another of van Wulfen's books that I also highly recommend. Here is my take on the essence of this method: Full steam ahead (Five Weeks): Begin the process with passion and determination...

[Download to continue reading...](#)

The Innovation Expedition: A Visual Toolkit to Start Innovation The Production Manager's Toolkit: Successful Production Management in Theatre and Performing Arts (The Focal Press Toolkit Series) The Technical Director's Toolkit: Process, Forms, and Philosophies for Successful Technical Direction (The Focal Press Toolkit Series) The Assistant Lighting Designer's Toolkit (The Focal Press Toolkit Series) Toolkit: Corporate Transformation to Improve Productivity and Innovation Eyewitness Visual Dictionaries: The Visual Dictionary of the Human Body (DK Visual Dictionaries) Visual Workplace/Visual Thinking: Creating Enterprise Excellence through the Technologies of the Visual Workplace The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation) Magical Jungle: An Inky Expedition and Coloring Book for Adults Birds of Paradise: A Coloring Expedition The Endurance: Shackleton's Legendary Antarctic Expedition The Last Voyage of Columbus: Being the Epic Tale of the Great Captain's Fourth Expedition, Including Accounts of Mutiny, Shipwreck, and Discovery The Quest for the Tree Kangaroo: An Expedition to the Cloud Forest of New Guinea (Scientists in the Field Series) Quest for the Tree Kangaroo: An Expedition to the Cloud Forest of New Guinea (Scientists in the Field Series) Saving the Ghost of the Mountain: An Expedition Among Snow Leopards in Mongolia (Scientists in the Field Series) What Was the Lewis and Clark Expedition? Ice Trap!: Shackleton's Incredible Expedition

[Dmca](#)