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# 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

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## Customer Reviews

Innovation is highly relevant to every organization. Yet, eighty percent of innovation projects never reach the market. Many have a false start. The Innovation Expedition is written to inspire you with practical tools on HOW to start innovation effectively. This book is intended for innovators: managers, consultants, entrepreneurs and organization leaders. The process of innovation is highly relevant in their professional capacity; and it is a process that many struggle to master. "What is the right moment?" "How do I discover what customers want?" "How do I get breakthrough ideas?" "How do I get internal support?" [This book takes an original approach to show how you can innovate the expedition way! It draws parallels between mankind's greatest explorations in history and modern-day innovation. How Columbus discovered America; how Hillary reached the summit of Everest; and how Neil Armstrong got to be the first man on the Moon. Their remarkable stories of exploration and how they overcame unexpected setbacks will inspire you to approach innovation with a new mindset.](#) [The Innovation Expedition is a visual toolkit for a successful start to](#)

innovation. It is 240 pages packed with accounts of historic explorations, quotes, charts, cases, checklists, formats and innovation maps. The fundamental parallels that can be drawn between historic voyages of discovery and innovation today are that: the process takes time; it's full of risks; and there will be unexpected setbacks. The book is full of practical and visual tools. And with its unusual design, The Innovation Expedition is a unique, hands-on voyage of discovery in itself. ~ ~ One important lesson that you should take from this toolkit is: "You cannot innovate alone." Likewise, The Innovation Expedition could not be written alone and without support at each stage of development. First of all, I'd like to thank all the users, facilitators and fans of the FORTH innovation method. Their on-going support and practical feedback are what make FORTH a dynamic innovation expedition, which continues to innovate itself year after year. Next, there are a few people I'd like to thank specifically: Christine Boekholt for her excellent advice on textual content, designer Frederik de Wal for co-creating this book in a wonderful style and publisher Rudolf van Wezel for his support making The Innovation Expedition a reality. Finally, I am grateful for the internal support of my loving family. This undertaking could not have been accomplished without their boundless patience and encouragement. ~ ~ Gijs van Wulfen

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The author takes too long to make his point and uses early expedition analogies, which are mostly abstract achievements, in comparison with modern boardroom challenges. The examples of how-to go about innovation are cluttered with a textbook approach, set mostly in a listed company \$ billion environment, which I believe is way beyond the small enterprise entrepreneur who would be looking to find ideas in this book.

I read dozens of business books each year and this was a genuine surprise. It's a quick and fun

read with case studies based on interesting stories that anyone can identify with. Don't go through it too quickly, however, because each case study presents a series of unique ideas that you can translate directly to your research, business, or whatever the task may be. It challenges you to change the way you (and your team) think. It's been very helpful in my work. At the very least it's a great book with incredible (true) stories. Highly recommend!

Inspirational and full of facts. Perfect to use as a starting point for discussion with potential clients.

Excelent Book for Innovation at beginners and Advanced professionals.

This is a great book with a lot of good insights on how to navigate on uncertain waters. Easy to ready and to find references!

I loved this book. It will become a reference book in my library. It has some great insights into a popular business topic.

This book is beautiful and is very insightful. One of the best books i have purchased in recent years. A must buy.

It's a really modern way to read such a book, unformal and easy.Thank-you Gijs.Waiting for the next book.Graziella from Italy.

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