



## Summary: Innovation: Review and Analysis of Carlson and Wilmot's Book

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**The must-read summary of Curtis Carlson and William Wilmot's book:  
"Innovation: The Five Disciplines for Creating What Customers Want".**

This complete summary of the ideas from Curtis Carlson and William Wilmot's book "Innovation" shows that the starting point for innovation is not a new idea, but the answer to three fundamental questions on your customer and what you are offering. In their book, the authors explain these questions and the five principles that you can use to answer them in the best way possible. This summary also explores the best way to implement innovation and how to form the innovation team.

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**To learn more, read "Innovation" and discover the key to implementing innovation and making it work to your company's advantage.**

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