



How to Kill a Unicorn: How the World's Hottest Innovation Factory Builds Bold Ideas That Make It to Market

By Mark Payne

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How to Kill a Unicorn: How the World's Hottest Innovation Factory Builds Bold Ideas That Make It to Market By Mark Payne

A unique behind-the-scenes look at the groundbreaking methodology that today's most in-demand innovation factory uses to create some of the boldest products and successfully bring them to market.

Today, innovation is seen by business leaders and the media alike as the key to growth, a burning issue in every company, from startups to the Fortune 500. And in that space, Fahrenheit 212 is viewed as a high-performance innovation SWAT team, able to solve the most complex, mission-critical challenges. Under Mark Payne, the firm's president and head of Idea Development, Fahrenheit 212, since its inception a decade ago, has worked with such giants of industry as Coca-Cola, Samsung, Hershey's, Campbell's Soup, LG, Starbucks, Mattel, Office Depot, Citibank, P&G, American Express, Nutrisystem, GE, and Goldman Sachs, to name but a few. It has been praised as a hotspot for innovation in publications like Fortune, Esquire, Businessweek, and FastCompany.

What Drives Fahrenheit 212's success is its unique methodology, combining what it calls Magic--the creative side of innovation--with Money, the business side. They explore every potential idea with the end goal in mind--bringing an innovative product to market in a way that will transform a company's business and growth. In *How to Kill a Unicorn*, Mark Payne pulls back the curtain on how the company is able to bring more innovative products and ideas successfully to market than any other firm and offers blow by blow inside accounts of how they grapple with and solved their biggest challenges.

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How to Kill a Unicorn: How the World's Hottest Innovation Factory Builds Bold Ideas That Make It to Market By Mark Payne Bibliography

- Sales Rank: #644786 in Books
- Published on: 2014-10-07
- Released on: 2014-10-07
- Original language: English
- Number of items: 1
- Dimensions: 9.61" h x 1.07" w x 6.35" l, 1.25 pounds
- Binding: Hardcover
- 304 pages

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Editorial Review

About the Author

Mark Payne is the cofounder, president, and head of Idea Development for Fahrenheit 212, today's hottest innovation consultancy firm. Known for ideas that transform business markets, the company works with many of the biggest and most prominent companies in America. The firm is based in New York City.

Users Review

From reader reviews:

Henry Jensen:

A lot of people always spent all their free time to vacation as well as go to the outside with them family or their friend. Do you realize? Many a lot of people spent these people free time just watching TV, or playing video games all day long. If you want to try to find a new activity here is look different you can read a new book. It is really fun for you personally. If you enjoy the book that you just read you can spent all day long to reading a book. The book *How to Kill a Unicorn: How the World's Hottest Innovation Factory Builds Bold Ideas That Make It to Market* it is extremely good to read. There are a lot of individuals who recommended this book. These were enjoying reading this book. Should you did not have enough space to deliver this book you can buy the e-book. You can m0ore easily to read this book through your smart phone. The price is not too expensive but this book has high quality.

Noah Gardner:

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