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Innovation Games Creating Breakthrough Products

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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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.

Innovation Games: Creating Breakthrough Products Through ...

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The Innovations Games were born from the observation that L'Oréal Research & Innovation brings together a diversity of incredible profiles and that it was necessary to bring them closer together. With the Innovation Games, L'Oréal Research & Innovation reaffirms its values of creativity, innovation and entrepreneurship.

Creating Breakthrough Products Through Collaborative Play ...

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.

The Book - Innovation Games | Creating Breakthrough ...

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The phrase innovation game refers to a form of primary market research developed by Luke Hohmann where customers play a set of directed games as a means of generating feedback about a product or service. The research is primary because the data collected is gathered directly from customers or prospects and is intended to answer a specific research question.

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