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For successful innovation, we need to view innovation as a process that (1) integrates across the various functions and silos in any organization, (2) using integrated teams, (3) that provide an integrated view of the customer using a host of perspectives (psychology, sociology, ethnography, neuro-psychology etc. etc), (4) creating the innovation in concert with the customer, and finally, (5) putting in place an integrated go-to-market strategy.

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Afolabi Opedare. 31 May. Innovation does not, for the most part, just happen. In order for companies to stay ahead of the curve and keep developing fresh ideas, innovation must be nurtured. The most important thing for it to work is how closely it is integrated into the business ' s core strategy. If it is not, an organisation ' s innovation efforts risk descending into an incoherent set of autonomous processes and structures that are working at odds with one another, wasting time and money ...

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that are widely related with STI, and develop a "Integrated Innovation Strategy" (hereafter referred to as "Integrated Strategy 7 "), which will be carried out as the "Action" (Improvement) phase of the PDCA cycle. (3) New Strategy Formation Process and Structure

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