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# The First Mile: A Launch Manual for Getting Great Ideas into the Market



*Par Scott D. Anthony*  
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## Description :

Prsentation de l'diteurYou have a great idea, now what?That first milewhere an innovation moves from an idea on paper to the marketis often plagued by failure. In fact, less than one percent of ideas launched by big companies end up having real impact. The ideas arent the problem. Its the process.The First Mile focuses on the critical moment when an innovator moves from planning to reality. It is a perilous place where hidden traps snare entrepreneurs and roadblocks slow innovators inside large companies.In this practical and enlightening manual, strategic adviser Scott Anthony equips innovators with new tools, questions, and examples to speed through this crucial early stage of innovation. Youll learn: How to evaluate your ideas

strengths and weaknesses using the DEFT process Document, Evaluate, Focus, and Test Fourteen recipes from an experiment cookbook to gain confidence in your idea or business Why spinouts, wrong turns, and other challenges commonly trip up innovation and the practical strategies you can use to avoid them Why innovators need to seek chaos in an age of constant change and other essential leadership skills Drawing on his decade of experience as an innovation adviser and investor, Anthony describes hard-won lessons from disruptive start-ups and global giants alike. The First Mile will give you the knowledge and confidence to travel this perilous but ultimately promising terrain. The first mile can be a scary place, but you don't have to traverse it alone. This book can help.