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HOW TO KILL A UNICORN: .AND BUILD BOLD IDEAS THAT MAKE IT TO MARKET, TRANSFORM INDUSTRIES AND DELIVER GROWTH (PAPERBACK)



Hodder Stoughton General Division, United Kingdom, 2015. Paperback Condition: New. Language: English. Brand New Book It's cool But so what? This is the billion-dollar question that leading companies such as Samsung, Starbucks and American Express ask Fahrenheit 212 to answer for them whenever they develop new technologies. Many companies are good at acquiring new product prototypes but bad at working out what they would do when they arrived at the front door. Many just give up, lacking the...

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- Authored by Mark Payne
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