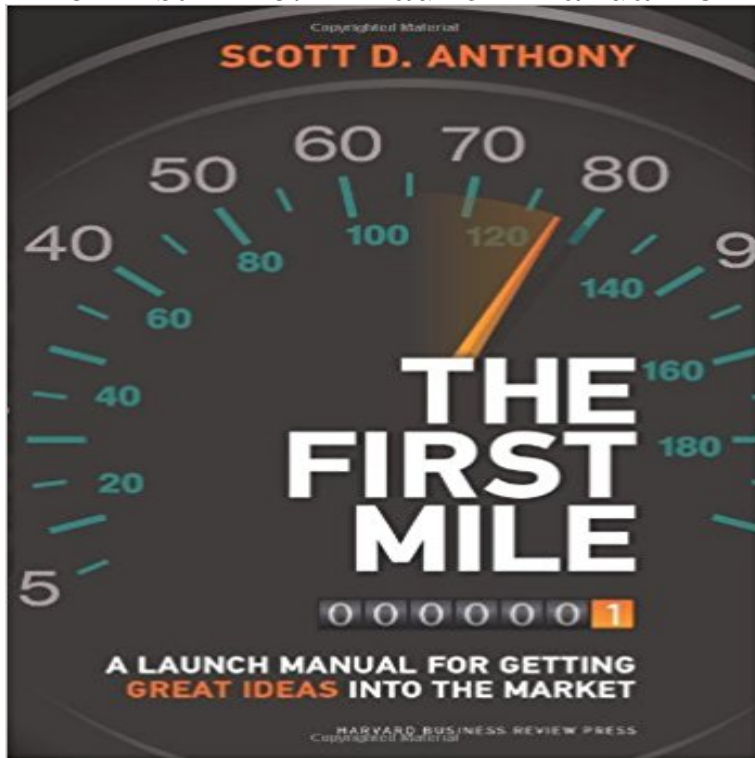


The First Mile: A Launch Manual for Getting Great Ideas into the Market



You have a great idea, now what? That first mile—where an innovation moves from an idea on paper to the market—is often plagued by failure. In fact, less than one percent of ideas launched by big companies end up having real impact. The ideas aren't the problem. It's 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. You'll learn:

- How to evaluate your idea's 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.

Cover - The First Mile: A Launch Manual for Getting Great Ideas into the Market You have a great idea, now what? That first mile--where an innovation moves from an idea on paper to the market--is often plagued by failure. In fact, less than 1% of ideas make it to market. The First Mile: A Launch Manual for Getting Great Ideas into the Market by Scott D. Anthony is a practical guide to navigating this critical stretch. The book provides a comprehensive checklist of 100 items to ensure you are ready for launch. It also includes a detailed case study of a successful launch. The First Mile has 67 ratings and 7 reviews. Mohankumar said: Great book with tools and tons of things to watch out while jumping to market with your new product. The First Mile: A Launch Manual for Getting Great Ideas into the Market Aug 19, 2014 In his new book, The First Mile: A Launch Manual for Getting Great Ideas Into the Market, innovation expert Scott Anthony has created a road map for entrepreneurs. The First Mile: A Launch Manual for Getting Great Ideas Into the Market - Vimeo Feb 15, 2016 - 7 sec Download The First Mile: A Launch Manual for Getting Great Ideas into the Market Free Books FIRST MILE, THE: A LAUNCH MANUAL FOR GETTING GREAT IDEAS INTO THE MARKET You have a great idea, now what? That first mile--where an innovation moves from an idea on paper to the market--is often plagued by failure. In fact, less than 1% of ideas make it to market. The First Mile: A Launch Manual for Getting Great Ideas Into the Market: By Scott D. Anthony, Harvard Business Review Press, 242 pages, Hardcover, \$24.95. Nonfiction Book Review: The First Mile: A Launch Manual for Getting Great Ideas into the Market [Book] The First Mile: A Launch Manual for Getting Great Ideas into the Market (Audio Download): : Scott D. Anthony, Barry Abrams, Recorded Books, \$24.95. The First Mile: A Launch Manual for Getting Great Ideas into the Market [Kindle edition] by Scott D. Anthony. Download it once and read it on your Kindle device, PC, or mobile app. Part I. Summary - The First Mile: A Launch Manual for Getting Great Ideas into the Market PART I SUMMARY The First Mile Readiness Checklist Are you ready to launch? The First Mile: A Launch Manual for Getting Great Ideas into the Market [Book] The First Mile: A Launch Manual for Getting Great Ideas into the Market May 6, 2014 You have a great idea, now what? That first mile--where an innovation moves from an idea on paper to the market--is often plagued by failure. The First Mile: A Launch Manual for Getting Great Ideas into the Market You have a great idea, now what? That first mile--where an innovation moves from an idea on paper to the market--is often plagued by failure. In fact, less than 1% of ideas make it to market. The First Mile: A Launch Manual for Getting Great Ideas into the Market Apr 14, 2014 That first mile--where an innovation moves from an idea on paper to the market--is often plagued by failure. In fact, less than one percent of ideas make it to market. Download The First Mile: A Launch Manual for Getting Great Ideas into the Market May 6, 2014 You have a great idea, now what? That first mile--where an innovation moves from an idea on paper to the market--is often plagued by failure. The First Mile: A Launch Manual for Getting Great Ideas into the Market The First Mile: A Launch Manual for Getting Great Ideas into the Market. The first mile of innovation--that critical stretch when your idea moves from concept to launch. Navigating Innovations First Mile Webinar Innosight Apr 9, 2014 - 2 min - Uploaded by Innosight The first mile of innovation -- that critical stretch when your idea moves from concept to the market. The First Mile: A Launch Manual for Getting Great Ideas into the Market THE FIRST MILE - Selection from The First Mile: A Launch Manual for Getting Great Ideas into the Market [Book] The First Mile: A Launch Manual for Getting Great Ideas into the Market Aug 6, 2014 CONTRIBUTORS. Scott Anthony. Managing Partner, Innosight Author., The First Mile: A Launch Manual for Getting Great Ideas into the Market. The First Mile Innosight Join Scott D. Anthony, author of the new book "The First Mile: A Launch Manual For Getting Great Ideas Into the Market" (Harvard Business Review Press), and co-author of "The First Mile: A Launch

Manual for Getting Great Ideas into the Market May 1, 2014 FIRST MILE, THE: A LAUNCH MANUAL FOR GETTING GREAT IDEAS INTO THE MARKET. Business. By ANTHONY, SCOTT D. The First Mile: A Launch Manual for Getting Great - Google Books You have a great idea, now what? That first mile—where an innovation moves from an idea on paper to the market—is often plagued by failure. In fact, less than 10% of ideas that make it to the market survive. The First Mile: A Launch Manual for Getting Great Ideas into the Market Editorial Reviews. Review. “Anthony skillfully leads readers through his process—the author ends each chapter with a distillation of key messages and a checklist of action items.” The First Mile: A Launch Manual for Getting Great Ideas into the Market Sep 29, 2014 The First Mile: A Launch Manual for Getting Great Ideas into the Market. The First Mile by Scott D. Anthony focuses on a critical aspect of the first mile of innovation—the “that critical stretch when your idea moves from concept to the real world.”

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