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the business world forever. You'll learn: How to spot emerging trends using three crucial building blocks, and how to recognize the expectation gaps that herald opportunity. Why most professionals focus on precisely the wrong trends and innovations, and how to avoid this. How to turn trends and insights into innovations that customers will love. Amid the endless change that defines today's business environment, opportunity is everywhere. Highly practical, and featuring real-world examples from around the world, Trend-Driven Innovation is the actionable, battle-tested manual that will enable you harness those opportunities time after time. Setting you up to build an organization that matters, products customers love, and campaigns people can't stop talking about.

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The struggle between Russia and Great Britain over Central Asia in the nineteenth century was the original "great game." But in the past quarter century, a new "great game" has emerged, pitting America against a newly aggressive Russia and a resource-hungry China, all struggling for influence over the same region, now one of the most volatile areas in the world: the long border region stretching from Iran through Pakistan to Kashmir. In *Great Games, Local Rules*, Alexander Cooley, one of America's most respected international

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relations scholars, explores the dynamics of the new competition for control of the region since 9/11. All three great powers have crafted strategies to increase their power in the area, which includes Afghanistan and the former Soviet republics of Turkmenistan, Uzbekistan, Kyrgyzstan, and Kazakhstan. Each nation is pursuing important goals: basing rights for the US, access to natural resources for the Chinese, and increased political influence for the Russians. However, overlooked in all of the talk about this new great game is fact that the Central Asian governments have proven themselves critical agents in their own right, establishing local rules for external power involvement that serve to fend off foreign interest. As a result, despite a decade of intense interest from the United States, Russia, and China, Central Asia remains a

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collection of segmented states, and the external competition has merely reinforced the sovereign authority of the individual Central Asian governments. A careful and surprising analysis of how small states interact with great powers in a vital region, *Great Games, Local Rules* greatly advances our understanding of how global politics actually works in the contemporary era.

Take a Design-led Approach to Innovation Innovation drives growth in organisations and entire economies. Yet innovation is hard, risky and rarely successful. Most innovations and startups fail because of a lack of focus on the front end of the innovation process where customer needs are researched, insights are distilled, solutions are ideated, prototyped and

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tested and business models are shaped. But innovation doesn't have to be this way. In *Innovator's Playbook*, author and leading Design Thinking expert Nathan Baird shares his 20 years of hands-on experience, tools and methods for developing a winning customer-centric approach to innovation. This book will teach you how to apply the design thinking method to innovation and help you to innovate better with five practical and proven stages: 1. Build the right team for innovation. 2. Better understand your customer through empathy. 3. Distill and refine customer-centric needs and insights. 4. Unleash your team's creativity to create fresh new ideas to address customer needs. 5. Experiment and validate desirable, feasible and viable solutions. *Innovator's Playbook* helps entrepreneurs, corporate teams, startups and leaders

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across all levels to use design-led methodologies for start-to-finish innovation success.

Examines how information technologies are affecting jobs, skills, wages, and the economy.

This report improves the evidence base on the role of Data Driven Innovation for promoting growth and well-being, and provide policy guidance on how to maximise the benefits of DDI and mitigate the associated economic and societal risks.

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial

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revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in

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development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future--one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to

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developing new frameworks that advance progress.

The plain English guide to growing your business with purpose. Avoiding corporate jargon and overly-academic theorising in favor of a commonsense analysis of modern business behaviour, Truth, Growth, Repeat is like a user manual for company growth in a new world of commercial transparency. By mapping the way business works today at a very honest and human level, this street-smart book is a must-read for any business owner who wants to achieve growth and success without compromising their personal values. The book introduces The Circle of True Purpose, a virtuous sequence of knock-on effects that proves that enduring commercial growth is the result when a business owner's

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authentic motive is placed at the core of everything the business does. Author and brand expert Mike Edmonds explains the correct sequence to follow to acquire both financial return and personal fulfilment, and why going the other way leads to a never-ending cycle of inconsistent sales and consumer distrust. To illustrate these two key paths in life, the book contains many stories of actual businesses who've experienced these effects. This practical guide takes business owners through a series of exercises to help surface their own True Purpose and implement it in their sector of industry. Get tips on growing your business authentically from an expert in translating complex theory into usable advice Find out why truth is not only an admirable moral quality but is increasingly the key to lasting business success Discover

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ways to surface your True Purpose and learn the actual steps you can take to implement them in our always-on, super-connected world Bust the corporate myths that might be holding you back and obtain simple, usable tools that will help your higher ideal deliver higher returns If you feel there's a powerful truth inside your business that the world isn't seeing, Truth, Growth, Repeat could be the most important book you ever read.

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