Is It Real? Can We Win? Is It Worth Doing? Managing Risk and Reward in an Innovation Portfolio

In this article George S. Day talks about product innovation and a process that companies can undergo in order to decide which innovations are worth pursuing. Companies that are innovation based come up with many new product ideas, but not all of these products are appropriate for that company to pursue. Using two question answering process companies are able to determine the amount of risk and possible success of potential innovations.

View Article
Author: George S. Day
Original Source: Harvard Business Review
Published: December 01, 2007
Associated Cost: No Cost
Categories: Business Development, Change, Innovation

Source URL: https://www.leanmethods.com/resources/research/it-real-can-we-win-it-worth-doing-managing-risk-and-reward-innovation-portfolio