

Online Library Innovation  
Games Creating Breakthrough  
Products Through  
Collaborative Play

# **Innovation Games Creating Breakthrough Products Through Collaborative Play**

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## **Innovation Games Creating Breakthrough Products**

Innovation Games Creating Breakthrough Products Through Collaborative Play. by Luke Hohmann (Author) The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often can't explain what they want.

## **Innovation Games | Creating Breakthrough Products Through ...**

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Now, there's a breakthrough solution: Innovation Games. Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customers' true, hidden needs and desires. You'll learn what each game will accomplish, why it works, and how to play it with customers.

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Innovation Games are fun ways to collaborate with your customers to better understand their needs. You can use them to discover new business opportunities, drive strategy and product road map decisions, improve the effectiveness of sales and service organizations, fine-tune marketing messages, and create more intimate, durable relationships with your customers.

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Innovation Games®: Creating  
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Collaborative Play draws on author and  
Innovation Games Company founder  
Luke Hohmann's marketing, product  
management and product development  
experience, as well as his longtime study  
of human psychology to deliver twelve  
unique games that help you uncover  
your customers' true ...

## **Innovation Games Creating Breakthrough Products**

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explain what they want. Now, there's a  
breakthrough solution: Innovation  
Games. Drawing on his software product  
strategy and product management

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## **Innovation Games: Creating Breakthrough Products Through ...**

Innovation Games®: Creating Breakthrough Products Through Collaborative Play draws on author and Innovation Games Company founder Luke Hohmann's marketing, product management and product development experience, as well as his longtime study of human psychology to deliver twelve unique games that help you uncover your customers' true, hidden needs and desires.

## **The Book - Innovation Games | Creating Breakthrough ...**

For years, Creating Breakthrough Products has offered an indispensable roadmap for uncovering new opportunities, identifying what customers really value, and building

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products and services that redefine or create markets. Now, Jonathan Cagan and Craig M. Vogel have thoroughly updated their classic book, adding brand-new chapters on service ...

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## **Innovation Games - Creating breakthrough products through ...**

The phrase innovation game refers to a form of primary market research

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developed by Luke Hohmann where customers play a set of directed games as a means of generating feedback about a product or service. The research is primary because the data collected is gathered directly from customers or prospects and is intended to answer a specific research question.

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collaborative play, why it works, and how to  
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