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Introducing a better set of building blocks, Innovation Tactics. These cards are a tool for exploring and constructing new offerings and businesses. Innovation is often equated with creativity. But it's the disciplined use of proven tools and methods combined with creative thinking that maximizes innovation impact. For this reason, Doblin has developed structured, systemic, easy-to-use cards to engage innovators and focus their ideation activities. They are based on our Ten Types of Innovation framework, which helps organizations think comprehensively about innovation. This card set includes 114 individual Innovation Tactic cards and an overview of ways to use the Innovation Tactics Cards.

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