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What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services [Anthony Ulwick] on Amazon.com. *FREE* shipping on qualifying offers. A world-renowned innovation guru explains practices that result in breakthrough innovations Ulwick's outcome-driven programs bring discipline and predictability to the often ...Find helpful customer reviews and review ratings for What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services at Amazon.com. Read honest and unbiased product reviews from our users.L'innovation est l'action d'innover, c'est-à-dire de chercher à améliorer constamment l'existant. Dans le domaine économique, cela se traduit par un nouveau produit, service, processus de fabrication ou d'organisation pouvant être directement implémenté dans l'appareil productif et répondant aux besoins du consommateur.⁷⁹ Common Sense Quotes Common sense is having sound judgement, or some would say having practical life experiences. Let these common sense quotes give you thoughts of what others think about it.