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Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time (Gartner)

By Jackie Fenn, Mark Raskino



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It happens over and over again. Some innovation (a new product, a management trend) comes along that captures the public's imagination. Everybody joins the parade with great fanfare and high expectations. This "next big thing" promises to transform the companies that adopt it -- and inflict great peril on those that don't.

Then, when the innovation fails to deliver as promised immediately, everyone starts bailing out. Investments are wasted; stock prices plunge; disillusionment sets in.

It doesn't have to be this way. In *Mastering the Hype Cycle*, Jackie Fenn and Mark Raskino explain what drives this pattern and how your company can avoid its potential dangers. By understanding the hype cycle, you can ride it more skillfully -- timing your investment decisions so that the innovations you adopt stand the best chance of succeeding in the long-term.

Drawing on company examples and Gartner's proven STREET (Scope, Track, Rank, Evaluate, Evangelize, Transfer) framework, the authors show how to orchestrate the key steps in the innovation-adoption process -- from choosing which innovations to take on and when in their life cycle you should adopt, to paving the way for a successful introduction.

The hype cycle isn't going away. But this book arms you with the strategies you need to ride the crest of a new idea to success -- and steer clear of the trough of disillusionment.



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Editorial Review

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What sounds like a New Age approach to public relations is in fact a bona fide approach to sustainable innovation, and researchers Fenn and Raskino promote a framework that will enable companies (and their heads of marketing/research and development) to determine and support the success of new products and services. One of the most telling examples early on is the contrast between British supermarket retailers Safeway and Tesco in the debut of customer-loyalty cards: the former, abandoning it after four or so years; the latter, changing its approach to business based on the card's data—and, by the way, realizing significant growth. Part of the success, underscore the authors, lies in the company's perseverance to an idea with merit; other contributing factors include attention to performance, internal integration, a focus on ROI, and the concept's market penetration. Yet the most telling form of successful innovation relies on adopting the "street" approach—Scope, Track, Rank, Evaluate, Evangelize, Transfer—a way of business life best epitomized by Wal-Mart's dedication to operational efficiencies and Nike's design excellence. --Barbara Jacobs

About the Author

Jackie Fenn is a vice president and Gartner Fellow in Gartner Research. She focuses on innovation management issues and emerging technology trends. Mark Raskino is a vice president and Gartner Fellow in Gartner Research, specializing in emerging trends.

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Stephanie Carlton:

As people who live in the actual modest era should be update about what going on or info even knowledge to make these individuals keep up with the era that is certainly always change and move ahead. Some of you maybe will probably update themselves by looking at books. It is a good choice to suit your needs but the problems coming to an individual is you don't know what one you should start with. This Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time (Gartner) is our recommendation to cause you to keep up with the world. Why, because book serves what you want and want in this era.

George Bash:

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