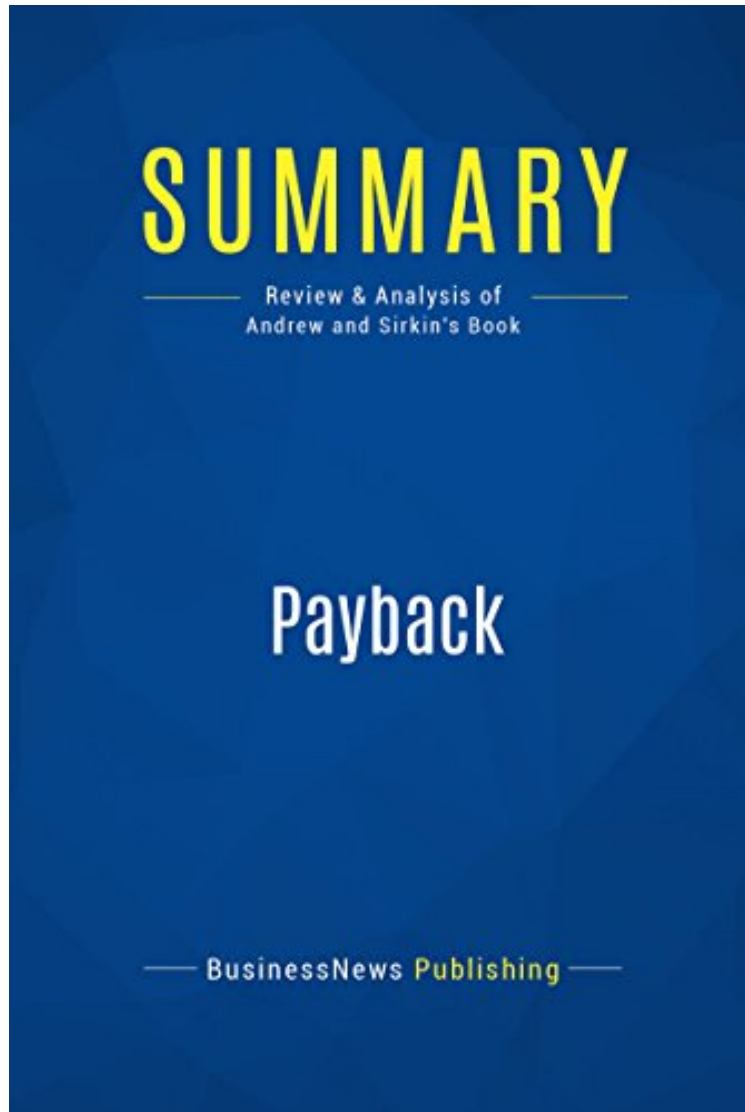


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The must-read summary of James Andrew and Harold Sirkin's book: "Payback: Reaping the Rewards of Innovation". This complete summary of the ideas from James Andrew and Harold Sirkin's book "Payback" asks an

important question: "How can you generate a better return on any and all of your investments in innovation?". In their book, the authors demonstrate that, rather than being a hit-and-miss affair, innovation can actually generate consistent and healthy returns. This summary explains how you can do this using a 3-step process for innovation. Added-value of this summary: 

- Save time
- Understand key concepts
- Expand your knowledge

 To learn more, read "Payback" and gain a valuable insight into how to refine your innovation process.