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Mastering the Hype Cycle: Choose the Right Innovation at ...

20089 jackie Fenn Mark Raskino Mastering the Hype Cycle: How to Adopt the Right Innovation at the Right Time ...

Gartner Books
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Hype cycle - MaRS Startup Toolkit

Mastering the Hype Cycle has been translated by China's leading business academic institution CEIBS, into a simplified Chinese edition and published by China Fortune Press. ... The Gartner Hype Cycle has been used by business leaders. Mastering the Hype Cycle: Choose the Right Innovation at the Right Time. November 14, 2011 ·

Mastering the Hype Cycle: Choose the Right Innovation at ...

Get this from a library! Mastering the hype cycle : how to choose the right innovation at the right time. [Jackie Fenn; Mark Raskino] -- Companies are under more pressure to innovate, but few know which innovations are the real thing. When these innovations fail to deliver, everyone bails out wasting investments and causing ...

Mastering the Hype Cycle: How to Choose the Right ...

Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time. 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,...

Mastering the Hype Cycle: How to Choose the Right ...

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.

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

Buy Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time by Jackie Fenn, Mark Raskino (ISBN: 9781422121108) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

What is Gartner hype cycle? - Definition from Whats.com

The hype cycle is a branded graphical presentation developed and used by the American research, advisory and information technology firm Gartner to represent the maturity, adoption, and social application of specific technologies. The hype cycle claims to provide a graphical and conceptual presentation of the maturity of emerging technologies through five phases.

Hype cycle - Wikipedia

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Mastering The Hype Cycle Gartner

Mastering the Hype Cycle focuses on the topic of innovations in the marketplace and provides executives an explanation and the decision-making tools to take advantage of the innovations. Mastering the Hype Cycle is recommended for three reasons.

Amazon.com: Mastering the Hype Cycle: How to Choose the ...

Hype cycles can also be found in macroeconomic phenomena, such as the recent "gold rush" of foreign companies investing in the hope of getting a share of China's rapid growth. Here the Chinese government statistic for foreign direct investment follows a hype cycle-like trajectory (see figure 1-5). Hype Cycle Winners and Losers | 11 FIGURE 1-3

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Mastering the Hype Cycle: How to Choose the Right ...

The hype cycle is a branded tool created by Gartner, an information technology (IT) research and consultancy company. However, the hype cycle's stages are often used as reference points in marketing and technology reporting. Businesses can use the hype cycle to guide technology decisions in accordance with their level of comfort with risk.

Mastering the hype cycle : how to choose the right ...

Hype cycles depict how and when technologies move beyond the hype, offer customer value and reach mainstream market segments. The practical application of a hype cycle is to help technology buyers to distinguish hype from reality so they can identify when a technology is ready for adoption.

Amazon.com: Customer reviews: Mastering the Hype Cycle ...

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Mastering the Hype Cycle: How to Choose the Right ...

Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time 3.54 · Rating details · 50 Ratings · 6 Reviews. 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.