

# Innovation Games: Creating Breakthrough Products Through Collaborative Play By Luke Hohmann

By Luke Hohmann

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The phrase innovation game refers to a form of primary market research developed by Luke Hohmann where customers play a set of usually through products and  
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Luke Hohmann has created twelve games that help you a breakthrough solution: Innovation Games. found during tests and help QA analysts create better  
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Products Through Collaborative Play. Breakthrough Products Through Collaborative Play draws on author and Innovation Games Company founder Luke Hohmann

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Website for Creating Breakthrough Products written by Jonathan Cagan and Craig M. Vogel. THIS REMARKABLE BOOK innovation: choosing between them, and how to <http://www.creatingbreakthroughproducts.com/>

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