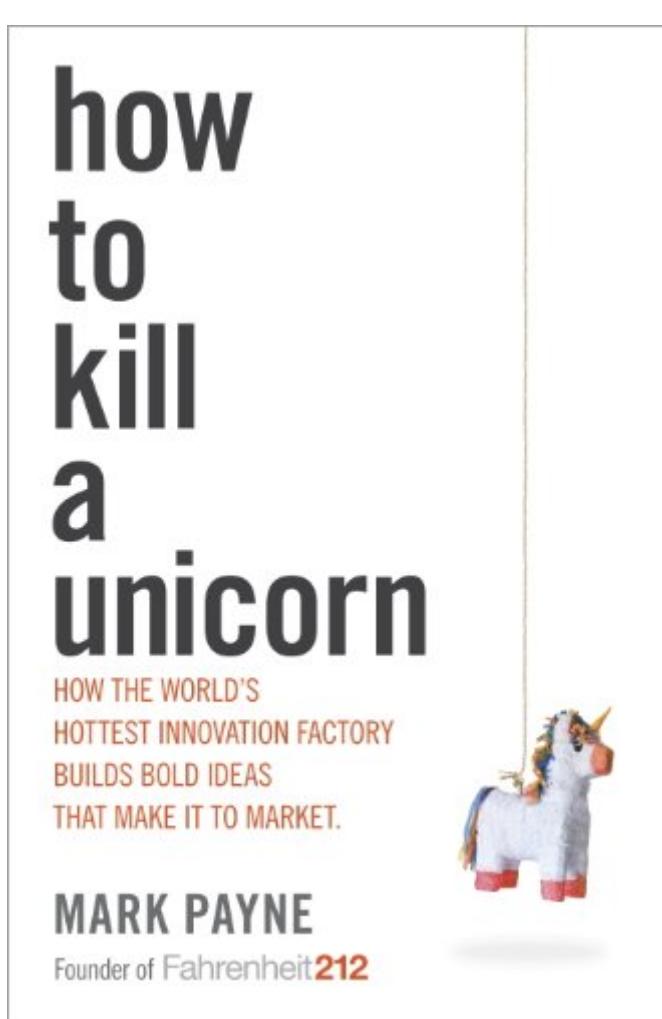


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# How To Kill A Unicorn: How The World's Hottest Innovation Factory Builds Bold Ideas That Make It To Market



## **Synopsis**

A unique behind-the-scenes look at the groundbreaking methodology that today's most in-demand innovation factory uses to create some of the boldest products and successfully bring them to market. A Today, innovation is seen by business leaders and the media alike as the key to growth, a burning issue in every company, from startups to the Fortune 500. And in that space, Fahrenheit 212 is viewed as a high-performance innovation SWAT team, able to solve the most complex, mission-critical challenges. Under Mark Payne, the firm's president and head of Idea Development, Fahrenheit 212, since its inception a decade ago, has worked with such giants of industry as Coca-Cola, Samsung, Hershey's, Campbell's Soup, LG, Starbucks, Mattel, Office Depot, Citibank, P&G, American Express, Nutrisystem, GE, and Goldman Sachs, to name but a few. It has been praised as a hotspot for innovation in publications like Fortune, Esquire, Businessweek, and FastCompany. A What Drives Fahrenheit 212's success is its unique methodology, combining what it calls Magic--the creative side of innovation--with Money, the business side. They explore every potential idea with the end goal in mind--bringing an innovative product to market in a way that will transform a company's business and growth. In How to Kill a Unicorn, Mark Payne pulls back the curtain on how the company is able to bring more innovative products and ideas successfully to market than any other firm and offers blow by blow inside accounts of how they grapple with and solved their biggest challenges.

## **Book Information**

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## **Customer Reviews**

This is a fascinating account of how to think about innovation. Most books on innovation focus on buzz words like "failing fast" and "design thinking." The Fahrenheit methodology is a one trick pony -- but the most important one trick pony you can have: "How do you make a product successful?" Because of the way that Fahrenheit works -- taking a stake in the success of each project -- the Fahrenheit team has learned a tremendous amount about making innovation a success. Reading this book distills many of those lessons, without having to make those bets yourself.

Loved the audio book! It was great to listen to on a couple of recent road trips. It explained how and why some ideas work and some don't and how to avoid the "unicorn". Great advice for those developing products. I'm going to put the principles to work and see if I can better develop and target my markets. I'll probably listen to it again to build on what I learned the first time around. It is that good. Thanks!

As a veteran of multiple successful startups and an operator of two fast growing businesses in the consumer products space, I read a lot of business books in search of ideas and perspective. The case studies and frameworks described in How to Kill a Unicorn had my mind churning while I was reading, and though I finished the book three weeks ago am still thinking about how best to apply the ÃƒÃ¢Ã  ¬Ã  Ã“two sided solutionsÃƒÃ¢Ã  ¬Ã  Ã• and other lessons learned to my businesses. If you are an entrepreneur or otherwise involved in innovation, you will be very glad for the insights shared by Mr. Payne. I wish I had them years ago!

Excellent book. I highly recommend it. As a matter of fact I actually recommend it every semester to my students studying Entrepreneurship. One of the best books on Innovation I've read in awhile.

I don't think I have the words to do this book review justice. After randomly picking the book up in a Barnes & Noble and reading the first three chapters, I immediately bought the book and audible

version, which is a big deal for me because I torrent everything I can find. I hung on to every word of each story of innovation. I want to work with the people at Fahrenheit 212. Absolute genius!!

The author brings his practice understanding of innovation into clear view. The examples bring to light the practice challenges of innovation within corporate settings. Well written with the practitioner in mind!

Educational and engaging background of Fahrenheit's journey to refine their innovation approach and process. Worthwhile read for anyone with customers/clients and those trying to innovate.

A great book about solving problems.

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