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# Innovation: The Five Disciplines for Creating What Customers Want

*Curtis R. Carlson, William W. Wilmot*  
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**Curtis R. Carlson, William W. Wilmot : Innovation: The Five Disciplines for Creating What Customers Want** before purchasing it in order to gage whether or not it would be worth my time, and all praised Innovation: The Five Disciplines for Creating What Customers Want:

2 of 2 people found the following review helpful. Great business book.By PFWJRThis book is the basis of the SRI International world renown Five Disciplines of Innovation (5DOI) program. If you are trying to figure out how to turn

that great idea into a real product with value in the marketplace, this is the book. The SRI 5DOI program has been presented to major corporations, universities, and governments through-out the world, and has resulted in the success of numerous products and companies.1 of 1 people found the following review helpful. Conference AttendeeBy A. MeyerPersonally met Mr Carlson at a recent conference. I am impressed by his and SRI International's breadth of knowledge. The five disciplines are a logical approach to bringing a product to life, and could improve your success rate if followed.Prior to the conference, I read his book with three bookmarks: One to mark my place, one for the footnotes, and the last to mark the Glossary. It took supreme effort for me to read the book (I graduated from college 45 years ago)- but without first reading it, the conference would have been wothless. Instead, that book the conference inspired me to launch a new domain name and new to the market real estate service. Thanks for writing this book, Mr Carlson.0 of 0 people found the following review helpful. Five StarsBy CustomerCame exactly as expected in great condition

Nothing is more important to business success than innovation . . . And herersquo;s what you can do about it on Monday morning with the definitive how-to book from the worldrsquo;s leading authority on innovationWhen it comes to innovation, Curt Carlson and Bill Wilmot of SRI International know what they are talking aboutmdash;literally. SRI has pioneered innovations that day in and day out are part of the fabric of your life, such as:bull;The computer mouse and the personal computer interface you use at home and workbull;The high-definition television in your living roombull;The unusual numbers at the bottom of your checks that enable your bank to maintain your account balance correctlybull;The speech-recognition system used by your financial services firm when you call for your account balance or to make a transaction.Each of these innovationsmdash;and literally hundreds of othersmdash;created new value for customers. And thatrsquo;s the central message of this book. Innovation is not about inventing clever gadgets or just ldquo;creativity.rdqquo; It is the successful creation and delivery of a new or improved product or service that provides value for your customer and sustained profit for your organization. The first black-and-white television, for example, was just an interesting, cool invention until David Sarnoff created an innovationmdash;a networkmdash;that delivered programming to an audience.The genius of this book is that it provides the ldquo;howrdquo; of innovation. It makes innovation practical by getting two groups who are often disconnectedmdash;the managers who make decisions and the people on the front lines who create the innovationsmdash;onto the same page. Instead of smart people grousing about the executive suite not recognizing a good idea if they tripped over it and the folks on the top floor wondering whether the people doing the complaining have an understanding of market realities, Carlson and Wilmotr's five disciplines of innovation focus attention where it should be: on the creation of valuable new products and services that meet customer needs.Innovation is not just for the ldquo;lone genius in the garagerdqquo; but for you and everyone in your enterprise. Carlson and Wilmot provide a systematic way to make innovation practical, one intimately tied to the way things get done in your business. Teamwork isn't enough; Creativity isn't enough; A new product idea isn't enoughTrue innovation is about delivering value to customers. Innovation reveals the value-creating processes used by SRI International, the organization behind the computer mouse, robotic surgery, and the domain names .com, .org, and .gov. Curt Carlson and Bill Wilmot show you how to use these practical, tested processes to create great customer value for your organization.From the Hardcover edition.

From BooklistAs CEO of SRI International, Carlson has consulted with hundreds of organizations on becoming more effective and profitable. He has distilled that experience into a thorough treatise on the innovation process. The book cites dozens of examples of innovative ideas brought to fruition by innovators from Thomas Edison to Steve Jobs. It outlines, in workbook fashion, the critical decision-making process--the Five Disciplines of Innovation--required to think innovatively along with the quantitative tools that one needs to become an innovator, regardless of one's profession. The authors deliver this in easily digestible outlines of what Carlson believes to be a tried-and-true process of how companies can effectively innovate. Tips for jump-starting the creative process, a brainstorming method based on why office mates chat around a water cooler, and how to create a value proposition along with understanding market and customer needs are all addressed in a readable, easy-to-understand tone. Weaving in stories of companies that have successfully innovated, such as Dell, with those that haven't, such as Polaroid, the authors offer a well-reasoned approach to innovation. Gail WhitcombCopyright copy; American Library Association. All rights reserved ldquo;Innovationmdash;mystery or mastery? For Carlson and Wilmot, the answer is definitely the latter. Following the example of Demingrsquo;s approach to qualitymdash;another of those magically powerful substancesmdash;they lay out a thoughtful, practical methodology for managing innovation projects through to successful outcomes. Sure, in that one percent inspiration there may be the occasional moment of mystery, but for those of us operating in the ninety-nine percent perspiration part of the field, itrsquo;s terrific to finally get a great usersquo;s manual.rdqquo; mdash;Goeffrey Moore, author of Dealing with Darwin: How Great Companies Innovate at Every Phase of Their EvolutionFrom the Hardcover edition.About the AuthorCurtis R. Carlson is the president and CEO of SRI International, working with leading companies in a wide variety of industries, including pharmaceuticals and health

sciences, computers and communications, energy and the environment, and national defense. Dr. Carlson started and led the team that set the U.S. standard for HDTV, for which his team shared an Emmy. He lives in Menlo Park, California. William W. Wilmot helped create the SRI Discipline of Innovation workshop and is director of the Collaboration Institute, a group specializing in workplace communication and collaboration. Dr. Wilmot, an emeritus professor at the University of Montana, lives in Georgetown Lake, Montana.