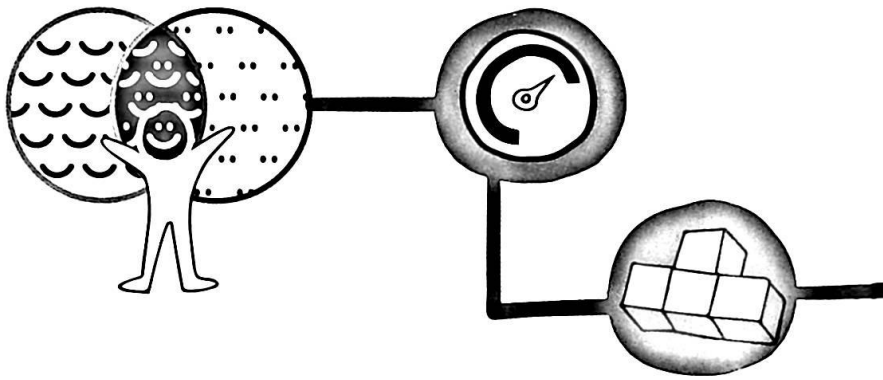
Contents

For an easy entry into the world of design thinking and measurements, the essentials are provided in two comprehensive 101s. This is complemented by the definition of performance measurement systems for innovation teams (201). Data analytics, artificial intelligence, and neurodesign provide insights for applying data-driven innovation (301). Discussions are complemented by hands-on tools, methods, and suggestions for current and future metrics and measurements.



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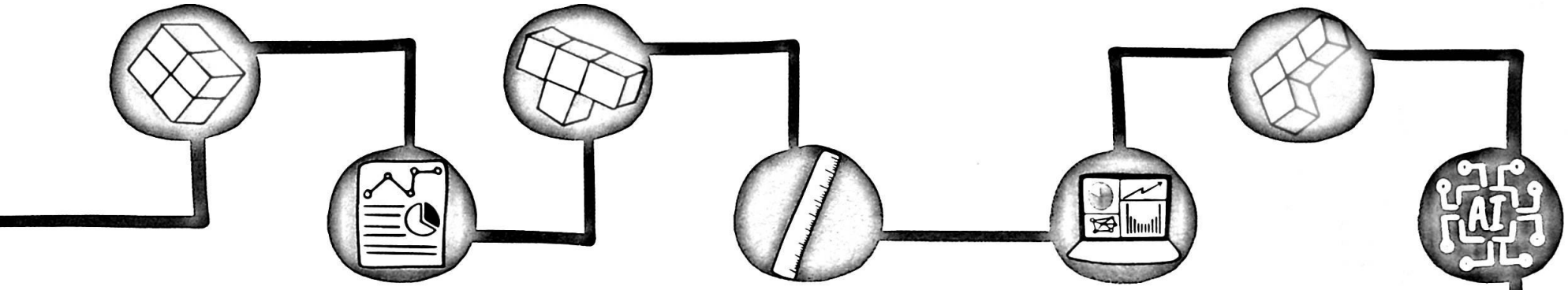

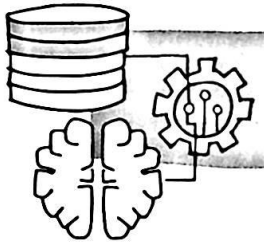

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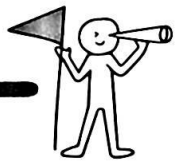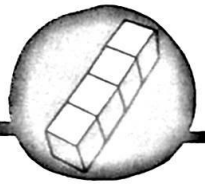
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