

Innovation Games Creating Breakthrough Products Through Collaborative Play

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Now, there's a breakthrough solution: Innovation Games. Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customers' true, hidden needs and desires. You'll learn what each game will accomplish, why it works, and how to play it with customers.

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Innovation Games Includes twelve games that help you uncover your customers' true, hidden needs and desires. This work helps you learn what each game will accomplish, why it works, and how to play it with customers.

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Innovation Games®: Creating Breakthrough Products Through Collaborative Play draws on author and Innovation Games Company founder Luke Hohmann's marketing, product management and product development experience, as well as his longtime study of human psychology to deliver twelve unique games that help you uncover your customers' true, hidden needs and desires.

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