

The Innovator's Hypothesis: How Cheap Experiments Are Worth More Than Good Ideas By Michael Schrage

By Michael Schrage

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The key insight from my recent book *The Innovator's Hypothesis: How Cheap Experiments Are Worth More Than Good Ideas* is that the ability to Michael Schrage,

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The Innovator's Hypothesis (MIT Press, 2014), by Michael Schrage, is based on the deceptively simple premise that "cheap experiments are worth more than good ideas."

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