

Innovation Guru Insights

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Innovation Guru Insights is a regular column of *The Innovation Journal*. Insights are also offered as a free service via www.innovationguru.com. For more information, please contact [Elaine Dundon](#) or [Alex Pattakos](#). Many of these insights highlight key examples, and tools included in Elaine Dundon's new book, [The Seeds of Innovation](#), published by the American Management Association (ISBN 0814471463).