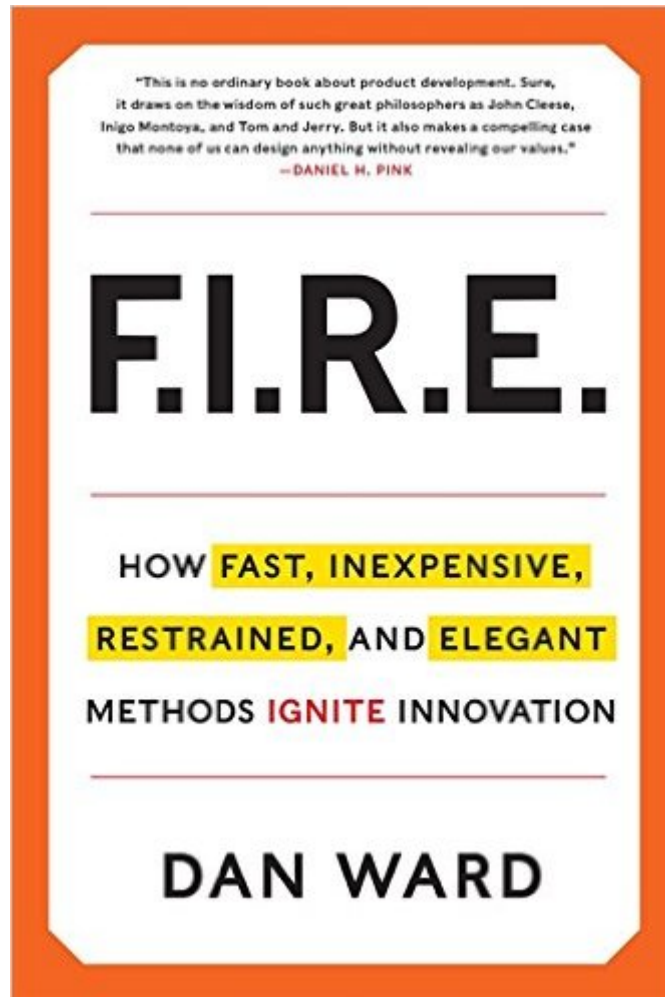


The book was found

FIRE: How Fast, Inexpensive, Restrained, And Elegant Methods Ignite Innovation



Synopsis

Noted military technology expert Dan Ward's manifesto for creating great products and projects using the methods of rapid innovation. Why do some programs deliver their product under cost, while others bust their budget? Why do some deliver ahead of schedule, while others experience endless delays? Which products work better—the quick and thrifty or the slow and expensive? Which situation leads to superior equipment? With nearly two decades as an engineering officer in the U. S. Air Force, Dan Ward explored these questions during tours of duty at military research laboratories, the Air Force Institute of Technology, an intelligence agency, the Pentagon and Afghanistan. The pattern he noticed revealed that the most successful project leaders in both the public and private sectors delivered top-shelf products with a skeleton crew, a shoestring budget, and a cannonball schedule. Excessive investment of time, money, or complexity actually reduced innovation. He concluded the secret to innovation is to be fast, inexpensive, simple, and small. FIRE presents an entertaining and practical framework for pursuing rapid, frugal innovation. A story-filled blend of pop culture and engineering insight, FIRE has something for everyone: strategic concepts leaders can use as they cast a vision, actionable principles for managers as they make business decisions, and practical tools for workers as they design, build, assess and test new products.

Book Information

Hardcover: 240 pages

Publisher: HarperBusiness; 1 edition (April 29, 2014)

Language: English

ISBN-10: 006230190X

ISBN-13: 978-0062301901

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (24 customer reviews)

Best Sellers Rank: #322,659 in Books (See Top 100 in Books) #54 in [Books > Business & Money > Processes & Infrastructure > Research & Development](#) #59 in [Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products](#) #73 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#)

Customer Reviews

As a retired CEO who developed more than a hundred products during my career, I understand the principles behind FIRE very well. Rather than write a long review, I'm going to state my point of view succinctly. These principles have been around for a long time in many different forms. I've been advocating them for 40 years. While I can attest to the fact that they work, I can also say they are very hard to teach. The FIRE principles are easy to understand, hard to execute properly and even harder to explain in a way that new project managers can implement successfully. While Dan's book does define the principles, it doesn't do much to teach them. It's easy to sit and gush over the wonders of calculus. I heard many teachers do that while I was getting my engineering and math degrees. The problem came when us young want-to-be dragon slayers charged Integral Hill with our minds filled with possibilities of the Silver Stars to come. Our enthusiasm didn't last long as we realized that fire breathing dragons don't roll over for the newbie's. The vast majority of us returned with our back sides scorched and blistering. Along with managing manufacturing companies during the 40 years that I worked, I was also a professor in the engineering and business schools at several different universities. In my early years of lecturing, I was often assigned the task of teaching calculus to the less than technical b-school students who were so afraid of dying by the fire of the dragon, they nearly killed themselves from the fear. While any teacher hates to confront a class filled with glassy eyed students who beg to be freed from their certain death, one good thing did come from it.

[Download to continue reading...](#)

FIRE: How Fast, Inexpensive, Restrained, and Elegant Methods Ignite Innovation
Fire Stick: The 2016 User Guide And Manual - Learn How To Install Android Apps On Your Fire TV Stick!
(Streaming Devices, How To Use Fire Stick, Fire TV Stick User Guide)
Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business
Ignite the Fire: The Secrets to Building a Successful Personal Training Career (Revised, Updated, and Expanded)
On Fire: The 7 Choices to Ignite a Radically Inspired Life
What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services
The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation
Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E)
The Innovation Expedition: A Visual Toolkit to Start Innovation
Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation)
Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business
Fuel: Devotions to Ignite the Faith of Parents and Teens (Focus on the Family Books)

Research-Based Strategies to Ignite Student Learning: Insights from a Neurologist and Classroom Teacher
The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business
Illuminate: Ignite Change Through Speeches, Stories, Ceremonies, and Symbols
The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work
Fierce Medicine: Breakthrough Practices to Heal the Body and Ignite the Spirit
Create vs. Copy: Embrace Change. Ignite Creativity. Break Through with Imagination.
Dirty Talk Examples: Ignite Your Sex Life with Simple Sexy Phrases That Will Get You Both Feeling Naughty Tonight
The 7 Mind Shifts to Ignite Your Success

[Dmca](#)