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Innovation is central to business  
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is as frustrating and out of control. Instead of occurring in fits and starts and strokes of genius, innovation needs to become an all-the-time event that's measurable, reliable, predictable, streamlined, and effective.

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Innovation is a skill you want as many people within your organization to understand and hopefully master. The examples and case studies presented in Insourcing Innovation provide a basic understanding of the type of skills and thinking required to implement both tactical and strategic TRIZ.

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Some say there is an inherent conflict between procurement and innovation, but it made Google's lifesaving Project Loon a reality. The function has the potential to enable transformative ideas - if it learns how to operate in a shifting innovation ecosystem. When David Natoff was leading strategic sourcing at Google, an unusual request landed on his desk: to buy a \$50,000 balloon.

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The examples presented in Insourcing Innovation provide a basic understanding of the type of skills and thinking required to implement both tactical and strategic TRIZ. One of the highlights of the book is the comparison tables of Business as Usual versus Business as Exceptional at the end of each chapter.

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One of the ways to achieve such a partnership is to hire incredibly sharp and tech-savvy folks as customer service agents, and then turn them into super-users of the customers' product. Those agents will be able to feed product and service enhancements back to the company, pre-empting many future customer complaints, while informing future product iterations in the process.

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