

Beyond The Obvious: Killer Questions That Spark Game-Changing Innovation By Phil McKinney



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Q&a: phil mckinney, former cto, hp (pt 1): '

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Agenda | mason entrepreneurship research

Phil McKinney. and author of "Beyond the Obvious: Killer Questions That Spark Game-Changing Innovation." 12:15 p.m. Mason Innovation Lab

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new book, "Beyond The Obvious: Killer Questions That Spark Game

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Phil McKinney is an innovation expert - Geoffrey Moore, author of Crossing the Chasm and Escape Velocity

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