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CONSEJO DE IMAGEN

Innovación: Más allá de la teoría y de las grandes empresas

Dr. Jose María Guijarro

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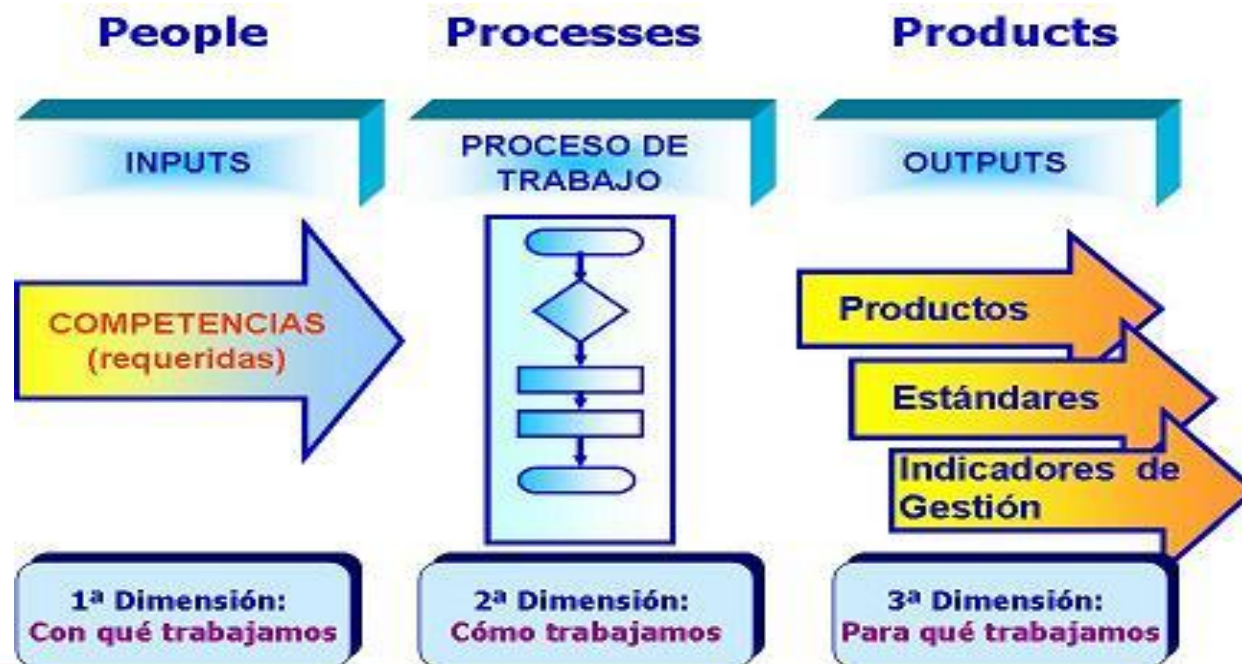
# La innovación ha pasado de ser un *trending topic*...



.....a un **mantra** que aburre. Todo el mundo habla de innovación y de *open innovation*.



Pero a la mayoría de las organizaciones les cuesta encontrar un **modelo conceptual sobre la innovación.**



Simplificando un poco la cuestión, innovar es un proceso, desde la captación de ideas al despliegue del proyecto o venta. Son **cuatro grandes etapas**.



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***“La innovación no es cuestión de dinero, es cuestión de personas.”***

*Steve Jobs - fundador de Apple -  
Fortune, 9 de Noviembre, 1998*

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Caine



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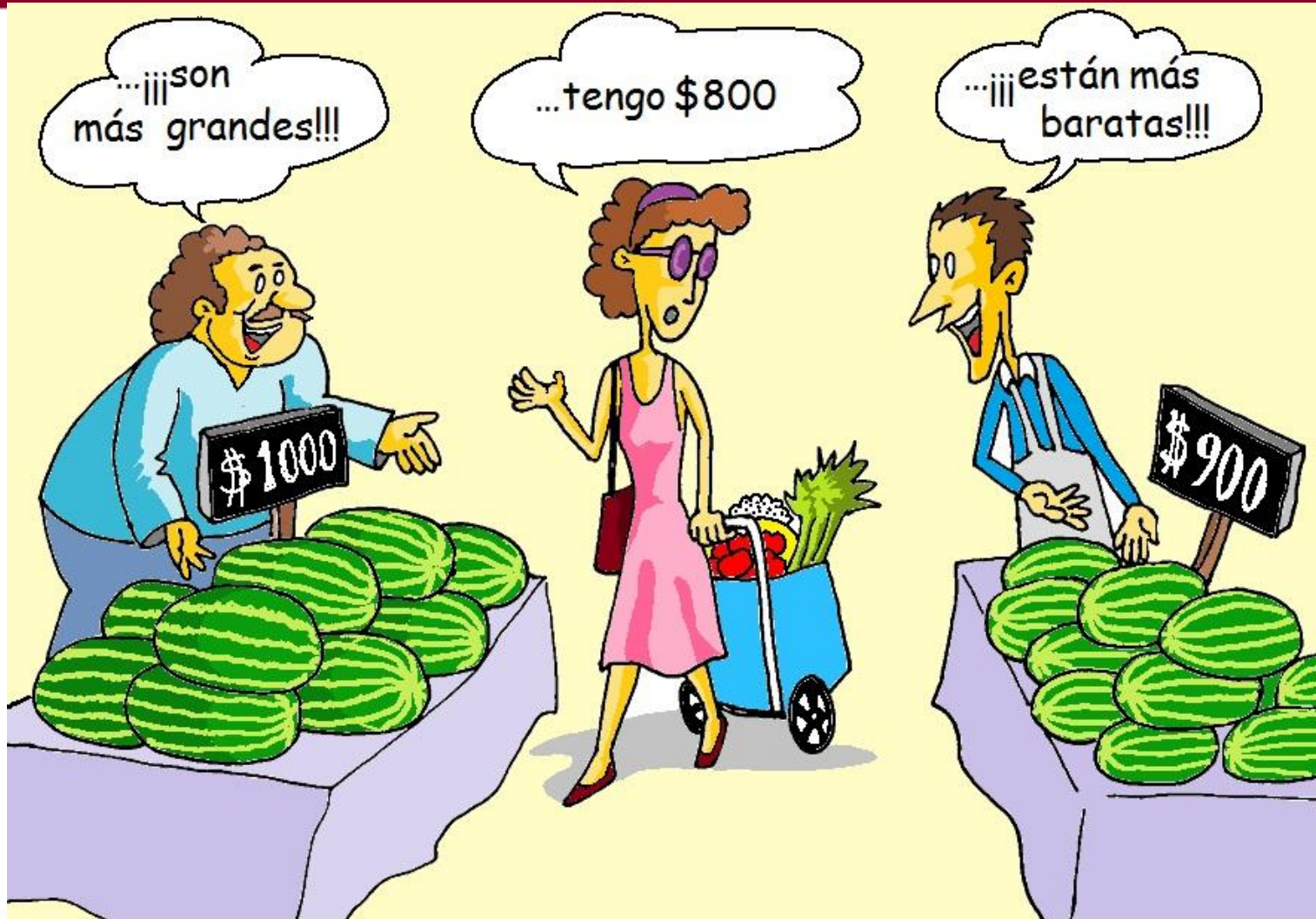


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**Nirvan Mullick**





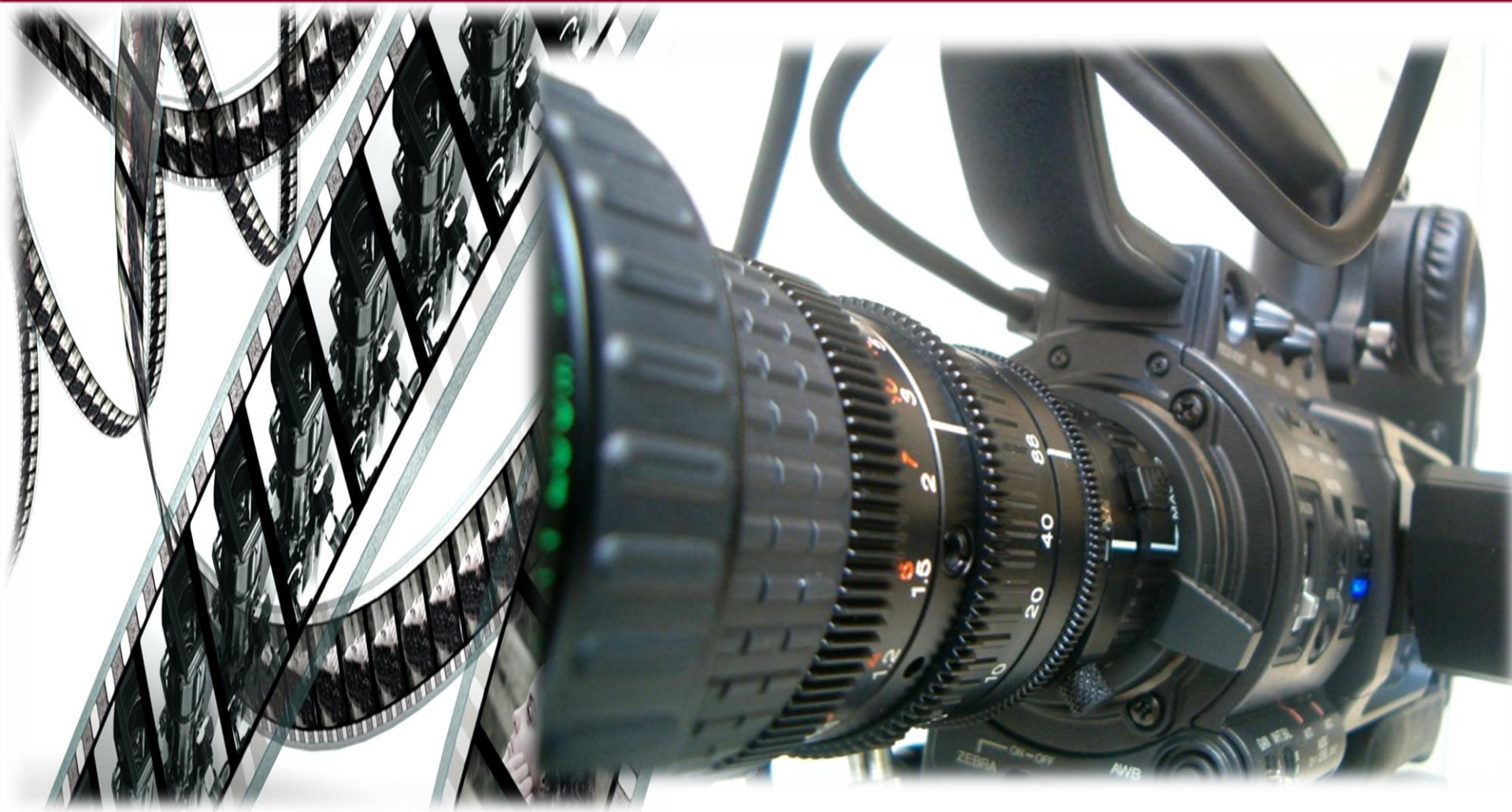
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# ¿NEGOCIO?



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The screenshot shows the Facebook interface for the page 'Caine's Arcade'. At the top, there is a blue navigation bar with the Facebook logo and login fields for 'Dirección de correo electrónico' and 'Contraseña', with an 'Entrar' button. Below the navigation bar is a large cover photo of a crowd of people gathered around a colorful, makeshift arcade structure made of cardboard boxes. A semi-transparent white box is overlaid on the cover photo, containing the text 'Caine's Arcade está en Facebook.' and 'Para conectar con Caine's Arcade, crea una cuenta en Facebook.' with 'Regístrate' and 'Entrar' buttons. Below the cover photo is the profile picture of a young boy, Caine, sitting at a desk. The page name 'Caine's Arcade' is displayed, along with the text 'A 47.155 personas les gusta esta página · 19.058 personas están hablando sobre esto' and a 'Me gusta' button. At the bottom, there are tabs for 'Información', 'Fotos', 'Videos', 'Me gusta', and 'Eventos'. The 'Me gusta' tab is active, showing a thumbs-up icon and the number '47.155'. The 'Fotos' and 'Videos' tabs show small thumbnails of the arcade structure.


REDDIT.COM comentarios relacionados
¿quieres unirte? [iniciar sesión](#) o [registrarse](#) en segundos | [español](#)

↑ 708 [Reddit: I met a 9 year old kid in East LA who created an elaborate DIY Cardboard Arcade using boxes in his dad's Used Auto Parts store. Unfortunately, no one has come to play it. So this Sunday, I'm inviting the internet to help make Caine's day \(flashmob style\).](#) (self.reddit.com)

↓ enviado hace 6 meses por nirvan

EDIT: The Film is Done! YouTube: <http://www.youtube.com/watch?v=faIFNkdq96>  
 Vimeo: <http://vimeo.com/nirvan/cainesarcade>  
 Reddit Link: [http://www.reddit.com/r/videos/comments/s1mp/reddit\\_here\\_is\\_the\\_short\\_film\\_about\\_caines\\_diy/PICS\\_of\\_Caine's\\_Arcade\\_on\\_our\\_FB\\_Page](http://www.reddit.com/r/videos/comments/s1mp/reddit_here_is_the_short_film_about_caines_diy/PICS_of_Caine's_Arcade_on_our_FB_Page)  
 \*\*\* Here's the FB event. RSVP & Invite everyone!!!\*\* <http://www.facebook.com/event.php?eid=120717441366030>

About a month ago, I went to East LA to score a used door handle for my '96 Corolla. I pulled into a used auto parts store on Mission, and stumbled across a mysterious cardboard arcade built by a 9 year old kid named Caine. He had used boxes from his dad's store to build it, and had also set up a cardboard display of prizes you could win. I started asking Caine about his games. He explained that for \$1 I could get 4 turns, or for \$2 I could get a Fun Pass and 500 turns. I got the fun pass.

Caine stamped my hand and I spent the next 30 minutes playing mini-soccer and mini-basketball with a crumpled up paper ball. It was super fun. When I scored a goal, Cain would crawl under the box and push out little tickets through a slit in the cardboard. I racked up about 14 tickets, and redeemed them for a sweet toy car that I gave to my friend's son.

I asked Caine the name of his arcade so I could tell friends, and he turned around to show me the back of his shirt, which read "Caine's Arcade" - the front of his shirt said "STAFF."

I was blown away by this kids imagination and execution.

When I shared the story with my friend Lance at [DIY Days](#), he got really excited, and encouraged me to make a little film about Caine for the conference. I went back and talked to Caine's dad, who was also excited about the idea, but mentioned that we had been Caine's first & only customers. Apparently, there is ZERO foot traffic at the auto parts store as all his business these days is on eBay, so no one else has gotten to experience Caine's Arcade.

That's when we hatched a plan to surprise Caine this Sunday by getting as many people as we can to come play his games, flashmob style. It's a Surprise for Caine - so please don't get there early! We also need you're help to share this event with all your friends.

We are going to film this for the "Caine's Arcade" documentary. Caine will also be a keynote speaker at October's [DIY Days](#) at UCLA. He doesn't know about any of this yet, but his dad is on on the secret.

Please help us get the word out Reddit! If you're in LA, come this Sunday, 4pm - 6:30pm! Bring your kids! Even if you can't make it, please share this event with all your friends, especially friends in LA. Thanks!

.....

WHAT: Film Shoot and Big Surprise for Caine @ Caine's Arcade!  
 TIME: 4pm - 6:30pm Oct 2nd (No Early Birds Please!)  
 WHERE: Caine's Arcade (in his dad's used auto parts store) 538 Mission Rd (Near Mission & Ceaser Chavez) Boyle Heights, CA  
 COST to PLAY Caine's Arcade: \$1 = 4 Turns \$2 Fun Pass = 500 Turns (much better value")

- We may have to limit fun pass turns on Sunday to allow all a chance to play .

buscar en reddit

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este enlace fue enviado el 30 Sep 2011

**708 puntos** (68% me gusta)

1,290 votos positivos 582 votos negativos

shortlink: <http://redd.it/kwu2e>

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nombre de usuario

recordarme [resetear contraseña](#)

[iniciar sesión](#)

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**reddit.com**

[suscribirse](#) 899,767 lectores

This subreddit is archived and no longer accepting submissions.

creado por [spez](#) comunidad desde hace 6 años

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Categorie : 'Banners'

[Envía un enlace](#)

 sobre cualquier cosa interesante: una noticia, un blog, un video, una foto...

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**10 CLAVES PARA INNOVAR**

# 1. Producir significado

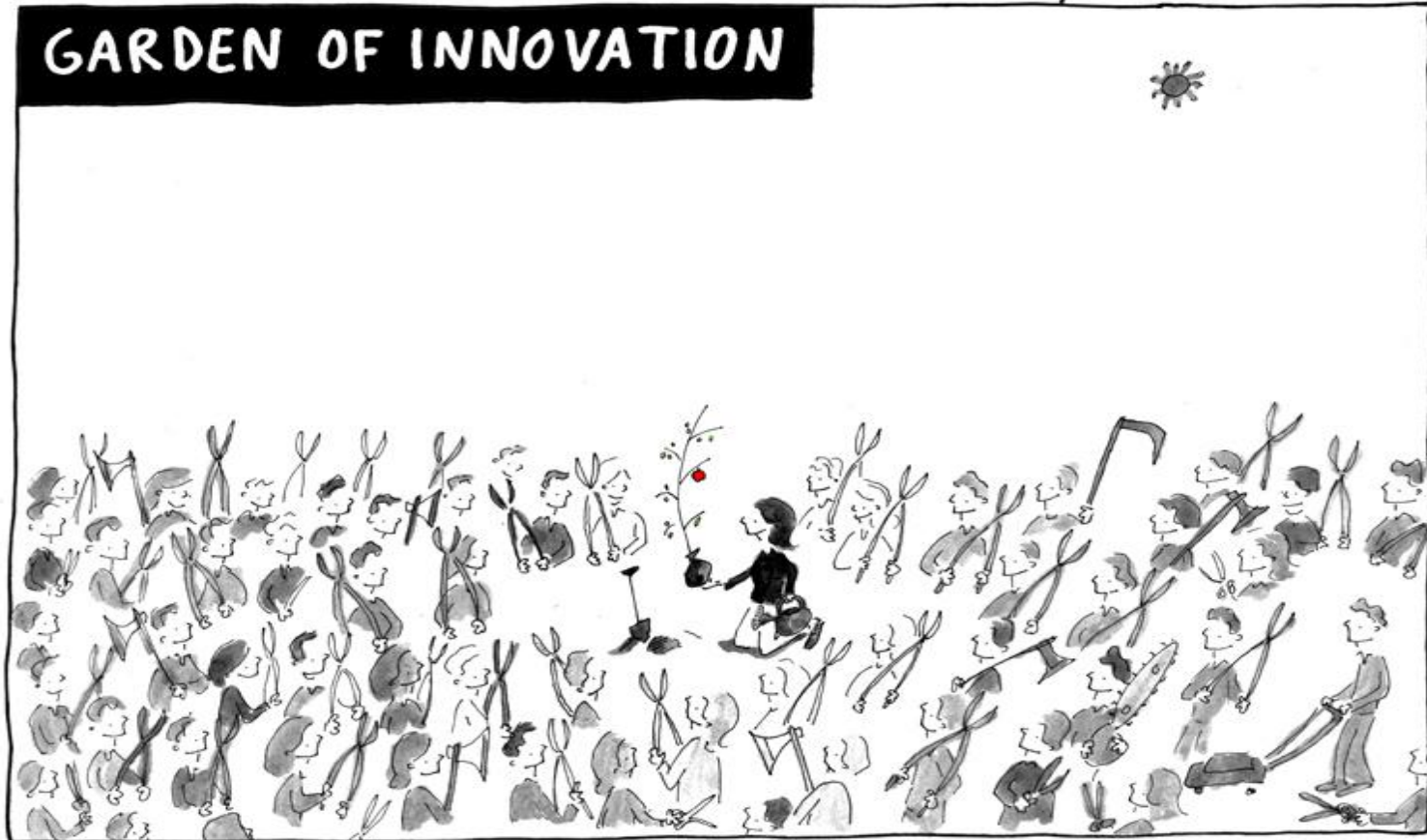


## 2. Especifica tu declaración de misión

BRAND CAMP

by Tom Fishburne

**GARDEN OF INNOVATION**



© 2007

SKYDECKCARTOONS.COM

### 3. Crea más razones y cualidades

#### Tus amigos te ayudan

Tus amigos juegan un papel fundamental en tu carrera profesional, en jobandtalent podrás utilizarlos para aumentar tus posibilidades de conseguir el empleo que quieres.

## 4. Tus productos pueden ser algo “malos”



## 5. Segmenta

Promoción de Lanzamiento 50% descuento



Bebe  
COLOR  
consigue un día especial

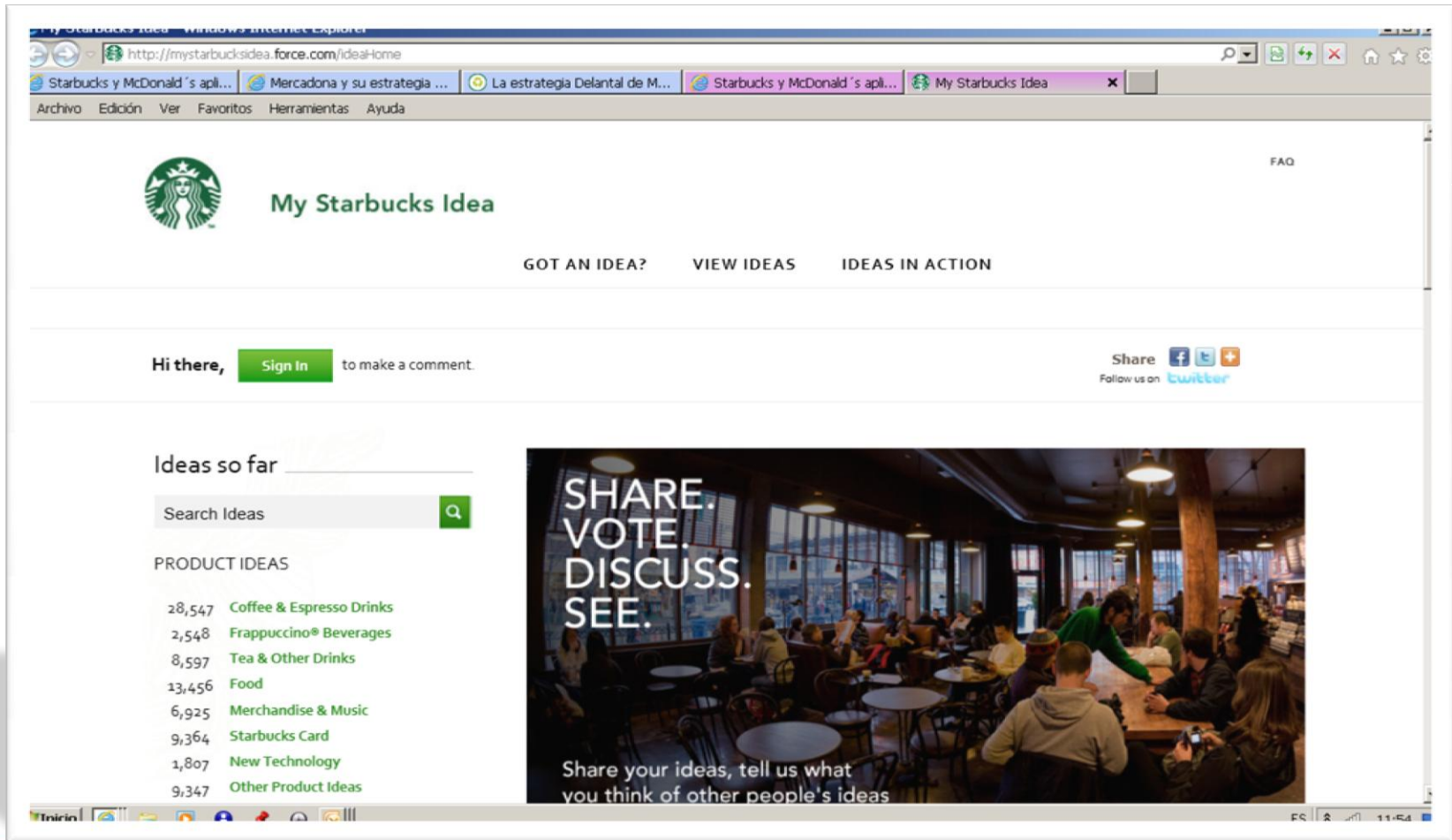
DESDE  
**29€**

[comprar](#) ▶ ALEGRÍA CON FLORES

## 6. No escuches voces negativas



# 7. Dialogar con los clientes

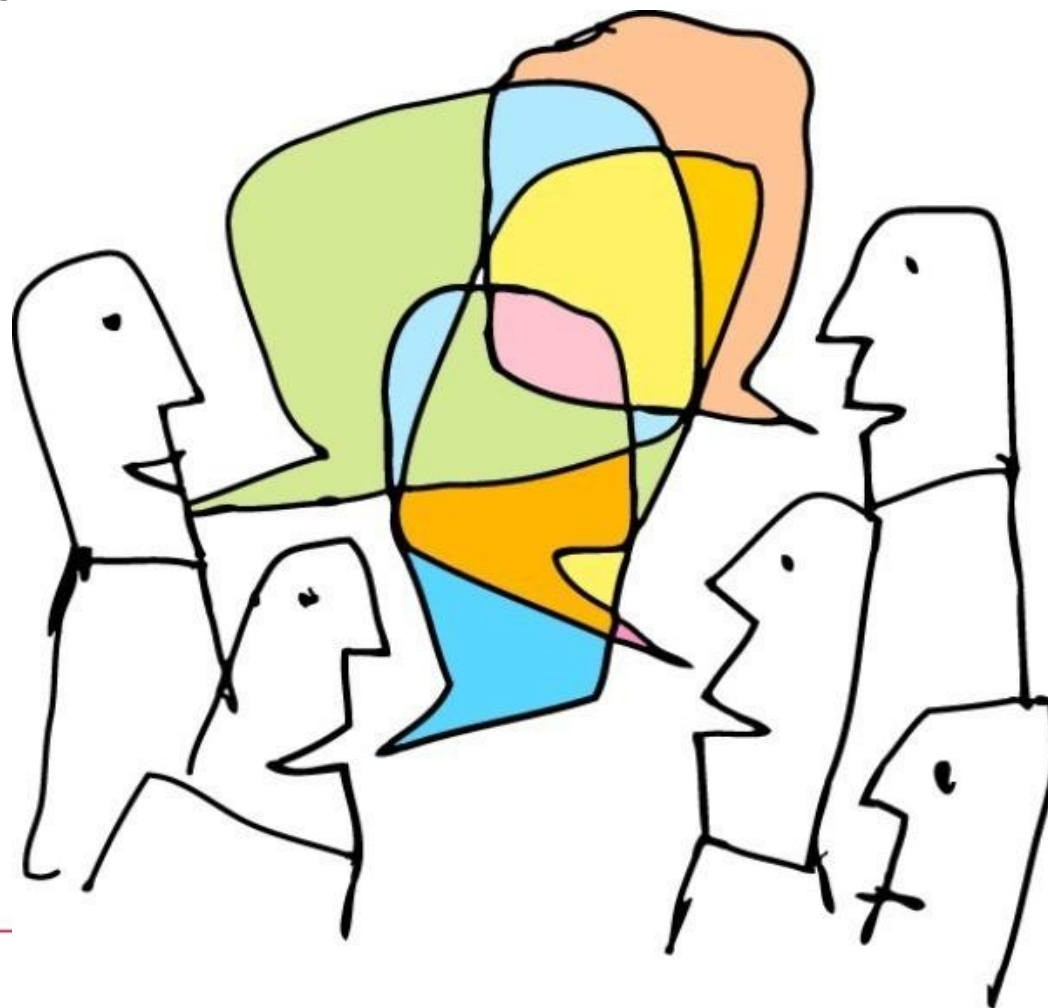




## 8. Equivocarse no es fracasar



## 9. Pensar junto a otros



# 10. Ilusión



# Proyecto 50 empresas Innovadoras a un clic



# Proyecto “Usa el coco”

<http://www.usaelcoco.tv/>

Usa el coco - Windows Internet Explorer

http://www.usaelcoco.tv/

Inicio Usa el coco Los cortos Los personajes

La campaña Participantes Enlaces facebook

**Esto pesa mucho**  
No sabemos cómo se las apaña Honky para meterse siempre en líos. Menos mal que su hermano Tonk está siempre ahí para darle

**Me gustan las bananas**  
Hay que ver lo malo que es pasar hambre. ¿creéis que el hambre agudiza el ingenio? Honky es la prueba viviente de que

**Un día de pesca**  
Pescar se puede convertir en una auténtica pesadilla sin los instrumentos adecuados. Pero ¿de dónde sacamos una caña de

## AIDO, a su disposición

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Subdirector de Aido

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