

**MASTERING THE HYPE CYCLE: HOW TO CHOOSE THE
RIGHT INNOVATION AT THE RIGHT TIME**

Kathleen Galla

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In Mastering the Hype Cycle, Jackie Fenn and Mark Raskino explain what Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time.

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Fenn and Raskino argue that innovations move through the economy in waves following Hype Cycles. Highly recommended for business executives looking to understand the market for new ideas and solutions, when to invest, and how to avoid the pitfalls of those investments. See and discover other items: [HypeCycleforE-Commerce](#), [DigitaltotheCore](#): Some innovation a new product, a management trend comes along that captures the public's imagination. Hype Cycle for Solar Energy, Jun 17, Victoria rated it liked it Shelves: [Sponsoredproductsrelatedtothisitem](#)What'sthis?Hype Cycle for Strategic Business Capabilities,