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26 **Racial and Ethnic Self-Expression Offer a Marketing Opportunity**

Denise Dahlhoff and Ivan Pollard

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George S. Day

“Working backwards” is a signature method that Amazon uses to assess its innovation initiatives. The system works because the company has the essential ingredients: leadership commitment, investment in finding opportunities, empathy at all levels, and collective curiosity. The author explains how all firms can use working backwards to assess, challenge, and rethink how they innovate.

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Shardul S. Phadnis and Paul J.H. Schoemaker

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