



Turn Your Idea Into an Innovation

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Many innovations have started with people who were not engineers, scientists or coders, and had no idea how to turn their great idea into a marketable product or service. Fortunately, today's dreamers have more options than ever to build and fund product development, even if they have limited resources. In this interview with EIX's Kimberly Eddleston, Northeastern University Professor Tucker Marion, co-author of the book "The Innovation Navigator," shares his thoughts on how anyone -- from a sole proprietor to an employee within a large established company -- can innovate and launch a business.

