

The First Mile: A Launch Manual For Getting Great Ideas Into The Market By Scott D. Anthony

By Scott D. Anthony

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<http://www.cioindex.com/article/articleid/162549/the-first-mile-a-launch-manual-for-great-ideas>

What makes a great innovation isn't the idea but what is done with the idea. Many great ideas never survive the first mile of the innovation journey.

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Welcome to The First Mile. The first mile of innovation that critical stretch when your idea moves from concept to the real world, where it will fly or fail.

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Paddington BID has teamed up with First Mile to step up commercial recycling services in the Paddington BID area. Paddington BID provides the recycling scheme under

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