Every year around this time we get nostalgic. We think back about what we've accomplished and we look forward to how we'll provide more value.

*Viewpoints on Innovation* is a comprehensive resource for business leaders seeking to improve results from innovation. Since our resources are created for innovation practitioners, by innovation practitioners, we offer pragmatic, actionable advice based on real-world experiences and leading practices.

This year, we published 42 videos and well over 200 pieces of written content, including eBooks, infographics and blogs. We crunched the numbers, and here are our top ten innovation viewpoints of 2015, ranked by unique page views. These pieces cover a variety of industries, themes and functions.

**Top 10 Innovation Viewpoints of 2015**

#10 – PLM at McDonald’s – What Drives PLM Success
*by George Young and Daniela Ilieva*

McDonald’s began its product lifecycle management (PLM) journey in 2005. Although their initial implementation was considered a success, an assessment a few years later uncovered that they weren’t getting the business benefits they expected. Jerome Lyman, VP Global Quality Systems at McDonald’s Corporation, explains what helped them achieve PLM success the second time around.
#9 – How to Manage the Development of Combination Products  
by Ryan Mays  
Combination products are a hot topic in healthcare and medical device, but the product development challenges are significant. Here's our take on how to address them.

#8 – The Executive’s Guide to Mergers and Acquisitions  
by Michael Glessner and Alexander Tang  
When innovation growth fails to meet goals and objectives, many executives turn to mergers and acquisitions to buy the required capabilities. But after the fanfare is over, the operations executive who has to actually implement is left with an enormous challenge and no clear path to success.

#7 – Infographic: The Internet of Things in Retail  
by Andrew Timm and Steve Hurst  
The opportunity for the Internet of Things (IoT) in retail is huge, and getting started with a quick, high-value project is easier than you think.

#6 – The Myth of Millennials  
by John Talbott, Associate Director of the Center for Education and Research in Retailing at Indiana University  
Are you concerned about innovating for and marketing to millennials? Indiana University's John Talbott says you are wasting your time.

#5 – Understanding Cloud Options for Product Development  
by Fred Brown  
There's a lot of buzz around PLM solutions moving to cloud environments. This video explains cloud options for innovation and product development, and provides sound advice for IT and business leaders looking to identify value and get started.

#4 – Three Es of Effective Innovation Leadership  
by Amber Lyons  
Transformational change efforts are not easy, but with bold leadership, companies are one step closer to successfully implementing their vision and driving bottom-line results from innovation.

#3 – How to Protect Breakthrough Innovation – Define an Innovation Strategy  
by Pamela Soin and Austin Locke  
If an organization does not have a defined innovation strategy, it will be extremely difficult to know which potential breakthrough innovations to protect.

#2 – Four Behaviors that Fuel Innovation  
by Michael Glessner  
Bad habits can negatively impact innovation. Instill these behaviors in your innovation teams to improve results and sustain them over time.

#1 – Building an Innovation Engine in 90 Days  
by Noel Sobelman  
Can companies really build an innovation engine in just 90 days? Based on years of experience in the field, here's Noel Sobelman's take (and some real world examples) on what you need to do to get started and get better.

Thank you

Thank you to all our authors and our readers for helping us be so successful in 2015. We look forward to
continuing to provide useful content that helps chief innovation officers succeed and grow.

If you’ve liked what you’re read this year, be sure to subscribe to our newsletters.

**Wishing you joy and innovation in 2016,**

*Amy Kenly*

*Editor-in-Chief of Viewpoints on Innovation*

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**About the Author**
Amy Kenly

Amy is VP of Marketing for Kalypso's Digital Innovation practice. She's an equestrian, a Red Sox enthusiast, and is addicted to Cheez-Its and Swedish Fish.

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