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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've 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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