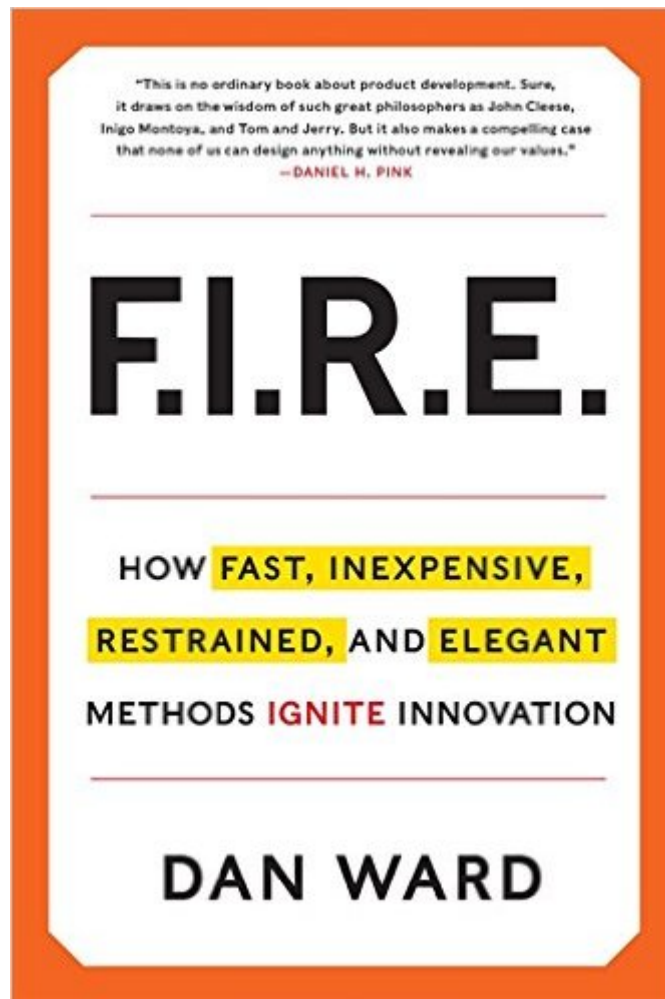


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# FIRE: How Fast, Inexpensive, Restrained, And Elegant Methods Ignite Innovation



## Synopsis

Noted military technology expert Dan Ward's manifesto for creating great products and projects using the methods of rapid innovation. Why do some programs deliver their product under cost, while others bust their budget? Why do some deliver ahead of schedule, while others experience endless delays? Which products work better—the quick and thrifty or the slow and expensive? Which situation leads to superior equipment? With nearly two decades as an engineering officer in the U. S. Air Force, Dan Ward explored these questions during tours of duty at military research laboratories, the Air Force Institute of Technology, an intelligence agency, the Pentagon and Afghanistan. The pattern he noticed revealed that the most successful project leaders in both the public and private sectors delivered top-shelf products with a skeleton crew, a shoestring budget, and a cannonball schedule. Excessive investment of time, money, or complexity actually reduced innovation. He concluded the secret to innovation is to be fast, inexpensive, simple, and small. FIRE presents an entertaining and practical framework for pursuing rapid, frugal innovation. A story-filled blend of pop culture and engineering insight, FIRE has something for everyone: strategic concepts leaders can use as they cast a vision, actionable principles for managers as they make business decisions, and practical tools for workers as they design, build, assess and test new products.

## Book Information

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## Customer Reviews

As a retired CEO who developed more than a hundred products during my career, I understand the principles behind FIRE very well. Rather than write a long review, I'm going to state my point of view succinctly. These principles have been around for a long time in many different forms. I've been advocating them for 40 years. While I can attest to the fact that they work, I can also say they are very hard to teach. The FIRE principles are easy to understand, hard to execute properly and even harder to explain in a way that new project managers can implement successfully. While Dan's book does define the principles, it doesn't do much to teach them. It's easy to sit and gush over the wonders of calculus. I heard many teachers do that while I was getting my engineering and math degrees. The problem came when us young want-to-be dragon slayers charged Integral Hill with our minds filled with possibilities of the Silver Stars to come. Our enthusiasm didn't last long as we realized that fire breathing dragons don't roll over for the newbie's. The vast majority of us returned with our back sides scorched and blistering. Along with managing manufacturing companies during the 40 years that I worked, I was also a professor in the engineering and business schools at several different universities. In my early years of lecturing, I was often assigned the task of teaching calculus to the less than technical b-school students who were so afraid of dying by the fire of the dragon, they nearly killed themselves from the fear. While any teacher hates to confront a class filled with glassy eyed students who beg to be freed from their certain death, one good thing did come from it.

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