Main page: Top navigation should change only slightly:
- IN Studio takes user to page of guests and audio – no change here
- Write IN is also the same
- Just IN should point to three possible pages: IN Feed, IN Favor, and INnovation Book. The section on INnovation techniques disappears.
- What's IN stays the same

Only small changes to menu:

No change to slide show:

No change to this part:

IN Feed and IN Favor don't change.

The "INnovation Techniques" section on the far right changes to "INnovation Book" and takes user to innonavi.com/littleideas

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Innovation Navigation
Charting a path to better innovation

Search

Home   IN Studio   Write IN   Just IN   What's IN

IN Studio Shows   ○○○○○○○○○○○○○○○○○○○   Send IN Questions to Our Next Guests

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Host David Robertson

David Robertson has been a student, teacher, and practitioner of the art of innovation for his entire career. In his quest to understand innovation, Dave is bringing together brilliant minds from industry, academia, and consulting to share their knowledge and

Just IN

IN Feed
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Posted: January 29, 2017

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IN Favor
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INnovation Techniques
Rename It

Rename It

fatboy

RENAME IT Reconceive the idea by renaming it Words affect our view of the world. What if the name/descriptor...
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