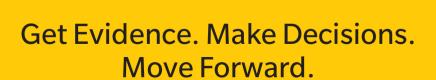


Julia Shalet





Praise for The Really Good Idea Test

'The need for this book has never been greater. As we live and work in increasingly dynamic environments it is critical to be able to iterate quickly, assimilate opinions and data, evaluate options and decide where to invest your effort. This same challenge is experienced by individuals, entrepreneurs, product managers to people that run mature businesses. Julia manages to synthesise this difficult problem into a simple process for evaluating and acting upon your really good idea!'

Alastair Moore, Senior Teaching Fellow, UCL School of Management

'Refreshingly straightforward way to put the customer at the heart of everything you do.'

Camilla Tress, Innovation Lead, Oliver Bonas

'Before new ideas get any investment, they should be put to this test.'

Ian Merricks, Managing Partner at White Horse Capital,
Chair at The Accelerator Network

'An essential DIY toolkit for improving your offering.'

Lauren Bigelow, Chief Product Officer, IMVU

'Coming up with ideas isn't the hard part, knowing which to take forward is. *The Really Good Idea Test* is full of valuable insight and practical tips, testament to Julia's rich experience.'

Marc Abraham, Head of Product at ASOS, formerly Notonthehighstreet & World First

Really Good Idea Test, The

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