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[To start, Gardner defines the three mechanisms: the side step, the single twist and the double twist. A sidestep means taking an existing well understood capability and applying it in a new way \(the side step\), so it can be used by new/more users, thus creating new markets. A twist](#)

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means that the product gets better the more it gets consumed. This leads to a spiral of improving product and Sidestep & Twist: How to Create Hit Products and Services ...

Sidestep and Twist isn't anti-innovation, but challenges the notion that all ideas are good just because they are new. Innovation is making new ideas useful. Gardner's book will make anyone involved in doing transformation rethink what they're doing --Max Mckeown, Author of The Truth About Innovation, The Strategy Book and Adaptability Sidestep and Twist

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