

How to Kill a Unicorn

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Synopsis

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Today, innovation is seen by business leaders and the media as the key to growth and success - a burning issue in every company, from startups to the Fortune 500. In this space, Fahrenheit 212 (dubbed "The Epicenter of Innovation" by *Esquire*) is viewed as a high-performance innovation SWAT team, able to solve the most complex, mission-critical challenges. In its first 10 years of life, under Mark Payne, Cofounder, President, and Head of Idea Development, Fahrenheit 212 has worked with such giants of industry as Coca-Cola, Samsung, Hershey's, Starbucks, Mattel, Citibank, P&G, American Express, GE, and Goldman Sachs. It has been praised as a hotspot for innovation in publications like *Fortune*, *Esquire*, *Businessweek*, and *FastCompany*. What drives Fahrenheit 212's success is its unique methodology; combining what it calls Magic - the creative side of innovation - with Money, the business side. They explore every potential idea with the end goal of bringing an innovative product to market in a way that will transform a company's business and growth. In *How to Kill a Unicorn*, Payne pulls back the curtain on how the company is able to bring more innovative products and ideas successfully to market than any other firm, and offers inside accounts of how they solved their biggest challenges. Embedded in their approach to new ideas are hard-earned lessons about what separates innovations that work from those that don't. The lessons in *How to Kill a Unicorn* are designed to help any innovator turn ambition, sweat, and the alchemy of human imagination into real products that change people's lives. From the Fortune 500 C-suite exec, to the startup entrepreneur, to the next-door neighbor tinkering in his garage, this book defines new ways to drive innovation throughout any business, company, or culture.

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