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The kind of innovation embodied in the project will change the shape of the diamond and indicate the style of management the project needs. The audience for successful innovative items changes over the product's lifecycle. Innovators are the first to buy a revolutionary product and early adopters are the next.

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By invoking the metaphor of a baseball diamond, Shenhar and Dvir correctly suggest an essential paradox of project management that I have personally observed for many years: projects are conducted within fixed parameters according to established rules (four "bases" 90 feet apart, beginning at "home plate" and proceeding to "first base," three "outs" to an inning "at bat" or "on the field," etc.) and yet projects are usually messy and their results seldom predictable.

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Reinventing project management : the diamond approach to successful growth and innovation. [Aaron Shenhar; Dov Dvir] -- In order to succeed in today's business world, you cannot simply operate well, you have to innovate well.

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