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*PLEASE NOTE: This is a
summary of the book and NOT
the original book. The
Innovators by Walter Isaacson
- A 30-minute Summary Inside
this Instaread Summary: •
Overview of the entire book •*

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Introduction to the important people in the book • Summary and analysis of all the chapters in the book • Key Takeaways of the book • A Reader's Perspective Preview of this summary: Chapter 1 Ada

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*Byron, the daughter of poet
Lord Byron, was tutored in
math by her mother. As a
result, she grew up
comfortable with the
combination of art and
science. She met Charles*

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Babbage, a science and math expert. Babbage demonstrated a model of a machine that he built called a Difference Engine that could solve polynomial equations. Ada was inspired by Babbage's

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Difference Engine and decided to undertake advanced lessons in mathematics. Ada became interested in mechanical weaving looms that used punch cards to create patterns in fabric. She recognized the

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*similarity between the looms
and Babbage's Difference
Engine. Ada married William
King who became the Earl of
Lovelace. This made her Ada,
Countess of Lovelace, or more
commonly, Ada Lovelace.*

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Babbage had an idea for another machine. He wanted to create a computer that could carry out different operations. He called his concept an Analytical Engine. Babbage wanted to use punch

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*cards in his new machine
similar to the ones used in
looms. Ada Lovelace believed
in his idea and imagined that it
might be used to process other
symbolic notations such as for
music and art in addition to*

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numbers. From 1842 to 1843, she wrote a translation of notes written by a young military engineer about the Analytical Engine. Her notes became more famous than the engineer's original article.

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Ada's notes covered four principles of historical significance. The first was that this would be a multi-purpose machine. The second was that it could process and act upon anything that could be

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expressed in symbols. The third was that the machine would work because of specific instructions given to it. Ada created this sequence of operations herself and wrote it up into a table and diagram.

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Her creation made her the world's first computer programmer. The fourth concept Ada wrote about was that computers could not think and could only perform as they were instructed. Babbage's

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*machine was never built, and
Ada never wrote another
scientific paper, but their
ideas were the beginnings of
the digital age that came a
century later.*

Following his blockbuster

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biography of Steve Jobs, Walter Isaacson's New York Times bestselling and critically acclaimed The Innovators is a "riveting, propulsive, and at times deeply moving" (The Atlantic) story of the people

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who created the computer and the internet. What were the talents that allowed certain inventors and entrepreneurs to turn their visionary ideas into disruptive realities? What led to their creative leaps? Why

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did some succeed and others fail? The Innovators is a masterly saga of collaborative genius destined to be the standard history of the digital revolution—and an indispensable guide to how

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innovation really happens.

*Isaacson begins the adventure
with Ada Lovelace, Lord
Byron's daughter, who
pioneered computer
programming in the 1840s. He
explores the fascinating*

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*personalities that created our
current digital revolution, such
as Vannevar Bush, Alan
Turing, John von Neumann,
J.C.R. Licklider, Doug
Engelbart, Robert Noyce, Bill
Gates, Steve Wozniak, Steve*

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Jobs, Tim Berners-Lee, and Larry Page. This is the story of how their minds worked and what made them so inventive. It's also a narrative of how their ability to collaborate and master the art of teamwork

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*made them even more
creative. For an era that seeks
to foster innovation, creativity,
and teamwork, The Innovators
is “a sweeping and
surprisingly tenderhearted
history of the digital age” (The*

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New York Times).

*The Innovators How a Group of
Hackers, Geniuses, and Geeks
Created the Digital
Revolution Simon and Schuster
A new classic, cited by leaders
and media around the globe as*

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a highly recommended read for anyone interested in innovation. In The Innovator's DNA, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (The Innovator's Dilemma, The

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*Innovator's Solution, How Will
You Measure Your Life?) build
on what we know about
disruptive innovation to show
how individuals can develop
the skills necessary to move
progressively from idea to*

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impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that

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*distinguish innovative
entrepreneurs and executives
from ordinary managers:
Associating, Questioning,
Observing, Networking, and
Experimenting. Once you
master these competencies*

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(the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout

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the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible

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*only by building the code for
innovation right into your
organization's people,
processes, and guiding
philosophies. Practical and
provocative, The Innovator's
DNA is an essential resource*

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*for individuals and teams who
want to strengthen their
innovative prowess.*

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*Connection Between People
and Process*

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*The Revolutionary Book That
Will Change the Way You Do
Business*

Kid Innovators

*Innovation principles to bring
about meaningful and
sustainable growth in your*

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*organization Using a list of more
than 2,000 successful*

*innovations,including Cirque du
Soleil, early IBM mainframes, the
Ford Model-T,and many more, the
authors applied a proprietary
algorithm anddetermined ten*

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meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities,

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and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. Details how you can use these innovation

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*principles to bring about
meaningful—and
sustainable—growth within
your organization Author Larry
Keeley is a world renowned
speaker, innovation consultant,
and president and co-founder of*

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*Doblin, the innovation practice of
Monitor Group; BusinessWeek
named Keeley one of
seven Innovation Gurus who are
changing the field The Ten Types
of Innovation concept has
influenced thousands of executives*

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*and companies around the world
since its discovery in 1998. The
Ten Types of Innovation is the
first book explaining how to
implement it.*

*"Following his blockbuster
biography of Steve Jobs, The*

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Innovators is Walter Isaacson's revealing story of the people who created the computer and the Internet. It is destined to be the standard history of the digital revolution and an indispensable guide to how innovation really

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happens. What were the talents that allowed certain inventors and entrepreneurs to turn their visionary ideas into disruptive realities? What led to their creative leaps? Why did some succeed and others fail? In his

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masterly saga, Isaacson begins with Ada Lovelace, Lord Byron's daughter, who pioneered computer programming in the 1840s. He explores the fascinating personalities that created our current digital revolution, such as

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Vannevar Bush, Alan Turing, John von Neumann, J.C.R. Licklider, Doug Engelbart, Robert Noyce, Bill Gates, Steve Wozniak, Steve Jobs, Tim Berners-Lee, and Larry Page. This is the story of how their minds worked and what

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made them so inventive. It's also a narrative of how their ability to collaborate and master the art of teamwork made them even more creative. For an era that seeks to foster innovation, creativity, and teamwork, The Innovators shows

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how they happen"--

*Both enlightening and
entertaining, Dr Max Mckeown
delivers concise advice on how to
move from original insights to
new ideas, and from new ideas to
valuable real-world innovation.*

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*You'll learn how to increase
creativity, understand the
psychology of thinking differently,
encourage collaboration, co-
create with customers, overcome
indifference, create an idea-
hungry culture, rid yourself of*

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*creativity zombies and get to
innovation paradise. Drawing on
over 30 years of the author's
research and experience, this
honest, straight-to-the-point
playbook can be dipped into or
read cover to cover, giving you*

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*important reminders and
guidance in how to make new
ideas useful. Are you ready to
change the world?*

*An innovation classic. From Steve
Jobs to Jeff Bezos, Clay
Christensen's work continues to*

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*underpin today's most innovative leaders and organizations. A seminal work on disruption—for everyone confronting the growth paradox. For readers of the bestselling *The Innovator's Dilemma*—and beyond—this*

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definitive work will help anyone trying to transform their business right now. In The Innovator's Solution, Clayton Christensen and Michael Raynor expand on the idea of disruption, explaining how companies can and should become

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disruptors themselves. This classic work shows just how timely and relevant these ideas continue to be in today's hyper-accelerated business environment. Christensen and Raynor give advice on the business decisions

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*crucial to achieving truly
disruptive growth and propose
guidelines for developing your
own disruptive growth engine.
The authors identify the forces
that cause managers to make bad
decisions as they package and*

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shape new ideas—and offer new frameworks to help create the right conditions, at the right time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and

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growth, as well as members of their teams. Based on in-depth research and theories tested in hundreds of companies across many industries, The Innovator's Solution is a necessary addition to any innovation library—and an

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*essential read for entrepreneurs
and business builders worldwide.*

*When New Technologies Cause
Great Firms to Fail*

Beyond the Obvious

The Innovators by Walter Isaacson

- A 30-minute Summary

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Summary of The Innovators

The Innovator's Book

*555 Methods and Instruments for
More Creativity and Innovation in
Your Company*

*Bringing the Lean Start-up into
Your Organization*

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What are the roots of creativity?
What makes for great leadership?
How do influential people end up rippling the surface of history? In this collection of essays, Walter Isaacson reflects on the lessons to be learned from Benjamin

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Franklin, Albert Einstein, Bill Gates, Henry Kissinger, Ronald Reagan and Mikhail Gorbachev, Hillary Clinton and Bill Clinton, and various other interesting characters he has chronicled as a biographer and journalist. The

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people he writes about have an awesome intelligence, in most cases, but that is not the secret of their success. They had qualities that were even more rare, such as imagination and true curiosity. Isaacson reflects on how he

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became a writer, the lessons he learned from various people he met, and the challenges he sees for journalism in the digital age. He also offers loving tributes to his hometown of New Orleans, which both before and after Hurricane

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Katrina offered many of the ingredients for a creative culture, and to the Louisiana novelist Walker Percy, who was an early mentor. In an anecdotal and personal way, Isaacson describes the joys of the "so-called writing

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life" and the way that tales about the lives of fascinating people can enlighten our own lives.

Acclaimed historian Leslie Berlin's "deeply researched and dramatic narrative of Silicon Valley's early years...is a meticulously

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told...compelling history” (The New York Times) of the men and women who chased innovation, and ended up changing the world. Troublemakers is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley

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in the 1970s and early 1980s.

Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed

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the world. “In this vigorous account...a sturdy, skillfully constructed work” (Kirkus Reviews), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as

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Apple, Atari, Genentech, Xerox
PARC, ROLM, ASK, and the iconic
venture capital firms Sequoia
Capital and Kleiner Perkins
Caufield & Byers. In the space of
only seven years, five major
industries—personal computing,

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video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. “There is much to learn from Berlin’s account, particularly that Silicon Valley has long provided the backdrop where

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technology, elite education,
institutional capital, and
entrepreneurship collide with
incredible force” (The Christian
Science Monitor). Featured among
well-known Silicon Valley
innovators are Mike Markkula, the

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underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public;

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Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite; and Niels Reimers, the Stanford

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administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future.

In The Optimizer, Saunders asserts that we should celebrate and learn

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from failures instead of condemning them. The book reveals how innovation, albeit frightening, is necessary in today's business world. Developing a team of serial optimizers who seek constant incremental

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improvement can be just the strategy to drive growth and ingenuity within your team. This book's approach to innovation highlights the importance of managing the emotional hurdles that come when facing change.

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Inside you will learn: How innovation has evolved over time and its inextricable link with effective leadership. How to develop trust in order to build and lead a team of serial optimizers, ultimately engaging everyone in

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your mission to grow and deliver your purpose. About The Motley Fool, Microsoft, a public school principal, the largest food delivery company in the world: Meituan Dianping, and many more who have successfully optimized their

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organizations. Following the roadmap laid out in The Optimizer, you will develop a team of serial optimizers, empower every member to be a contributor to growth in your organization, and lift the talent curve.

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people in the book • Summary and analysis of all the chapters in the book • Key Takeaways of the book • A Reader's Perspective Preview of this summary: Chapter 1 Ada Byron, the daughter of poet Lord Byron, was tutored in math by her

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mother. As a result, she grew up comfortable with the combination of art and science. She met Charles Babbage, a science and math expert. Babbage demonstrated a model of a machine that he built called a

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Difference Engine that could solve polynomial equations. Ada was inspired by Babbage's Difference Engine and decided to undertake advanced lessons in mathematics. Ada became interested in mechanical weaving looms that

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used punch cards to create patterns in fabric. She recognized the similarity between the looms and Babbage's Difference Engine. Ada married William King who became the Earl of Lovelace. This made her Ada, Countess of

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Lovelace, or more commonly, Ada Lovelace. Babbage had an idea for another machine. He wanted to create a computer that could carry out different operations. He called his concept an Analytical Engine. Babbage wanted to use punch

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cards in his new machine similar to the ones used in looms. Ada Lovelace believed in his idea and imagined that it might be used to process other symbolic notations such as for music and art in addition to numbers. From 1842 to

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1843, she wrote a translation of notes written by a young military engineer about the Analytical Engine. Her notes became more famous than the engineer's original article. Ada's notes covered four principles of historical

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significance. The first was that this would be a multi-purpose machine. The second was that it could process and act upon anything that could be expressed in symbols. The third was that the machine would work because of

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specific instructions given to it.

Ada created this sequence of operations herself and wrote it up into a table and diagram. Her creation made her the world's first computer programmer. The fourth concept Ada wrote about was that

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computers could not think and could only perform as they were instructed. Babbage's machine was never built, and Ada never wrote another scientific paper, but their ideas were the beginnings of the digital age that came a

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century later.

Walter Isaacson Great Innovators e-
book boxed set
Leonardo da Vinci

The Innovator's Dictionary
True Tales of Childhood from

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Inventors and Trailblazers
Lead and Disrupt

The Innovator's Cookbook

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and is meant as a companion to,
not a replacement for, the
original book. Please follow this

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link to purchase a copy of the original book: <https://amzn.to/2XQliCf>

THE BOOK:

The Innovators explore the social and cultural forces that inspired technological innovation through the history of computers and the

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internet. By weaving together the
fascinating stories of technology's
greatest minds, The Innovators
gives you an in-depth look at how
the best and the brightest innovate
and collaborate.

**ABOUT THE
AUTHOR:** Walter Isaacson is an

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American writer and biographer.

He was formerly the editor of

TIME magazine and will be CEO

and chairman of cable news

channel CNN. He has written

best-selling biographies of Albert

Einstein, Benjamin Franklin and

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Steve Jobs, and he also the author of American Sketches, published in 2003. INTRODUCTION: People of culture portrayed genius as being the domain of "lonely wolves," who make great discoveries by shutting out the world and immersing themselves in

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theories and wild experiments.

While rampant, the myth is not really how innovation came about.

Innovation isn't a child of rebellion.

Even the most unriveted innovators were

encouraged and nurtured by a

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of friends and creative minds, helping them toward the discoveries that nourished their longing for progress. Indeed, without your help, those who hailed as geniuses today might have undoubtedly been just a footnote in the history of

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innovation. Whether it hacker club or corporate meeting, government think tank or through simple friendships, technology's most talented minds often than not made their groundbreaking discoveries through collaborations. You'll also

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discover: -how it-making nard
mind of the grout
breakthrough in video game
history; -how refusing to patent the
World Wide Web made it what it
is today; and -how we owe much of
modern computation to an

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woman's love for math and π tr.

More and more people have to organize or moderate innovation processes, creative workshops and design thinking projects and need help when choosing appropriate tools. At the same

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time, the number of available methods has virtually exploded in recent years – making it difficult to find the most appropriate method. This book presents 555 of the most important innovation methods

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and tools, selected and curated by experienced innovation professionals. A step-by-step explanation for each method allows for easy implementation in your own team meeting or workshop. Further information on

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each method, such as method results, experience insights, required innovation skills and numerous illustrations help the reader to select the right instrument and adapt it to their respective goal. Whether you are

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a beginner or a professional, the book will help you to select methods quickly and safely. Innovation managers and everyone responsible for projects and products will find invaluable help for their work in this

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dictionary. It also offers a Design Thinking reference for all methods as well as a free online method search with various search paths.

In this revolutionary bestseller, innovation expert Clayton M.

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Christensen says outstanding companies can do everything right and still lose their market leadership—or worse, disappear altogether. And not only does he prove what he says, but he tells others how to avoid a similar

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fate. Focusing on disruptive technology, Christensen shows why most companies miss out on new waves of innovation.

Whether in electronics or retailing, a successful company with established products will get

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pushed aside unless managers know when to abandon traditional business practices. Using the lessons of successes and failures from leading companies, The Innovator's Dilemma presents a set of rules

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for capitalizing on the phenomenon of disruptive innovation. Find out: When it is right not to listen to customers. When to invest in developing lower-performance products that promise lower margins. When to

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pursue small markets at the expense of seemingly larger and more lucrative ones. Sharp, cogent, and provocative, The Innovator's Dilemma is one of the most talked-about books of our time—and one no savvy

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manager or entrepreneur should
be without.

The Innovators: How a Group of
Hackers, Geniuses and Geeks
Created the Digital Revolution by
Walter Isaacson Book Summary
Abbey Beathan (Disclaimer: This

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is NOT the original book.) What led to the creative leaps of the most brilliant visionaries of the digital era? Discover how they managed to change the world for good. What's the difference between a person with a vision

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and one who doesn't have it?

Why does the idea of the
visionary succeed but the others
fail? How can you emulate the
steps of the brilliant
entrepreneurs who launched the
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Innovators all of these questions will be answered. You'll learn all about the most fascinating personalities of the digital revolution and how their minds work in order for you to acquire the right mindset and succeed in

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life. (Note: This summary is wholly written and published by Abbey Beathan. It is not affiliated with the original author in any way) "Success breeds complacency. Complacency breeds failure. Only the paranoid

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survive." - Walter Isaacson On
top of giving us a bunch of
secrets on how to become
successful, The Innovators also
delivers an important truth. If you
think that only mastering
individual skills will you manage

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to stand alongside the best of them, you are wrong. All of the brilliant visionaries of the digital era had to collaborate and master the art of teamwork in order to boost their creative ideas and merge them into one.

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Dive in The Innovators and learn the concepts needed to succeed. Walter Isaacson shares a string of pearls of wisdom that come from the people who reached the top. P.S. The Innovators is an extremely useful book that

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teaches you how to think like the geeks who are responsible of the digital revolution. P.P.S. It was Albert Einstein who famously said that once you stop learning, you start dying. It was Bill Gates who said that he would want the

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life is the gift of knowledge. The
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Killer Questions That Spark
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***A critical exploration of today's
global imperative to innovate, by
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reformers of innovation.
Corporate executives,***

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***politicians, and school board
leaders agree—Americans must
innovate. Innovation experts fuel
this demand with books and
services that instruct aspiring
innovators in best practices,
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cultures for fostering innovation. But critics have begun to question the unceasing promotion of innovation, pointing out its gadget-centric shallowness, the lack of diversity among innovators, and the

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unequal distribution of innovation's burdens and rewards. Meanwhile, reformers work to make the training of innovators more inclusive and the outcomes of innovation more responsible. This book offers an

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***overdue critical exploration of
today's global imperative to
innovate by bringing together
innovation's champions, critics,
and reformers in conversation.
The book presents an overview
of innovator training, exploring***

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the history, motivations, and philosophies of programs in private industry, universities, and government; offers a primer on critical innovation studies, with essays that historicize, contextualize, and problematize

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***the drive to create innovators;
and considers initiatives that
seek to reform and reshape what
it means to be an innovator.***

***Contributors Errol Arkilic,
Catherine Ashcraft, Leticia Britos
Cavagnaro, W. Bernard Carlson,***

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***Pfotenhauer, Natalie Rusk,
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you fall victim to disruptive innovation—or become a disruptor yourself? Tip the odds in your favor with the bestselling books that have made Christensen one of the world's foremost authorities on

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time, Christensen introduced the
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***how even the most outstanding
companies can do everything
right—yet still lose market
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Citing in-depth research and theories tested in hundreds of companies across many industries, Christensen and co-author Michael Raynor provide the tools organizations need to become disruptors themselves.

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Innovators Christensen and
coauthors Jeffrey Dyer and Hal
Gregersen identify behaviors of
the world's best
innovators—from leaders at***

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***Amazon and Apple to those at
Google, Skype, and the Virgin
Group—to show how you and
your team can unlock the code to
generating and executing more
innovative ideas. “How Will You
Measure Your Life?” (HBR***

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article) At Harvard Business School, Clayton Christensen teaches aspiring MBAs how to apply management and innovation theories to build stronger companies. But he also believes that these models can

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***help people lead better lives. In
this award-winning Harvard
Business Review article, he
explains how, exploring
questions everyone needs to
ask: How can I be happy in my
career? How can I be sure that***

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***my relationship with my family is
an enduring source of
happiness? And how can I live
my life with integrity?
What is the best way for a
company to innovate? That's
exactly the wrong question.The***

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better question: How can organizations get the maximum possible value from their innovation investments? Advice recommending "innovation vacations" and the luxury of failure may be wonderful for

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***organizations with time to spend
and money to waste. But this
book addresses the innovation
priorities of companies that live
in the real world of limits. They
want fast, frugal, and high impact
innovations. They don't just seek***

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***superior innovation, they want
superior innovators. In The
Innovator's Hypothesis,
innovation expert Michael
Schrage advocates a cultural and
strategic shift: small teams,
collaboratively--and competitively***

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**-- crafting business experiments
that make top management sit up
and take notice. Creativity within
constraints -- clear deadlines and
clear deliverables -- is what
serious innovation cultures do.
Schrage introduces the 5X5**

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framework: giving diverse teams of five people upto five days to come up with portfolios of five business experiments costing no more than \$5,000each and taking no longer than five weeks to run. The book describes multiple

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***security challenges;
apharmaceutical company's
hypotheses for boosting
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diaper divisions'efforts to give
babies and parents alike better
"diapering experiences"***

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***with glow-in-the-dark adhesives,
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Successful 5X5s make people
more effective innovators,
and more effective innovators***

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**Jonas Salk, and Maria
Montessori.**

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Christofferson looks at medicine

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interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.

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Berman. Johnson also provides new material from Marisa Mayer of Google, Twitter's Biz Stone and Jack Dorsey, and Ray Ozzie, Microsoft's former Chief Software Architect. With additional commentary by Johnson himself, this book reveals the innovation

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music, phones, tablet computing, and digital publishing. Isaacson's portrait touched millions of readers. Einstein: How did his mind work? What made him a genius? Isaacson's biography of Albert Einstein—also the basis for the ten-part National Geographic series

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Isaacson illustrates how Leonardo's genius was based on skills we can improve in ourselves, such as passionate curiosity, careful observation, and an imagination so playful that it flirted with fantasy. In the past few years, a number of

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well-known firms have failed; think of Blockbuster, Kodak, or RadioShack. When we read about their demise, it often seems inevitable—a natural part of "creative destruction." But closer examination reveals a disturbing truth: Companies

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large and small are shuttering more quickly than ever. What does it take to buck this trend? The simple answer is: ambidexterity. Firms must remain competitive in their core markets, while also winning in new domains. Innovation guru Clayton M.

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Christensen has been pessimistic about whether established companies can prevail in the face of disruption, but Charles A. O'Reilly III and Michael L. Tushman know they can! The authors explain how shrewd organizations have used an ambidextrous approach

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to solve their own innovator's dilemma. They contrast these luminaries with companies which—often trapped by their own successes—have been unable to adapt and grow. Drawing on a vast research program and over a decade of helping

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companies to innovate, the authors present a set of practices to guide firms as they adopt ambidexterity. Top-down and bottom-up leaders are key to this process—a fact too often overlooked in the heated debate about innovation. But not in this case.

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Readers will come away with a new understanding of how to improve their existing businesses through efficiency, control, and incremental change, while also seizing new markets where flexibility, autonomy, and experimentation rule the day.

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distinguishes the people who
literally change the world--those
creative geniuses who give us
one breakthrough after another?
What differentiates Marie Curie
or Elon Musk from the merely
creative, the many one-hit

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wonders among us? Melissa Schilling, one of the world's leading experts on innovation, invites us into the lives of eight people--Albert Einstein, Benjamin Franklin, Elon Musk, Dean Kamen, Nikola Tesla,

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Marie Curie, Thomas Edison,
and Steve Jobs--to identify the
traits and experiences that drove
them to make spectacular
breakthroughs, over and over
again. While all innovators
possess incredible intellect,

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intellect alone, she shows, does not create a breakthrough innovator. It was their personal, social, and emotional quiriness that enabled true genius to break through--not just once but again and again. Nearly all of the

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innovators, for example, exhibited high levels of social detachment that enabled them to break with norms, an almost maniacal faith in their ability to overcome obstacles, and a passionate idealism that pushed

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them to work with intensity even
in the face of criticism or failure.

While these individual traits
would be unlikely to work in
isolation--being unconventional
without having high levels of
confidence, effort, and goal

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directedness might, for example, result in rebellious behavior that does not lead to meaningful outcomes--together they can fuel both the ability and drive to pursue what others deem impossible. Schilling shares the

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science behind the convergence of traits that increases the likelihood of success. And, as Schilling also reveals, there is much to learn about nurturing breakthrough innovation in our own lives--in, for example, the

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way we run organizations,
manage people, and even how
we raise our children.

Creative Management and
Development has been updated
with newly commissioned and
leading edge chapters on

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intuitive cognition, complexity,
emotion, team innovation,
development, and well-being.
The textbook retains seminal
papers on creativity, perception,
style, culture, and sustainable
development. The contributors to

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this textbook represent a broad spectrum of perspectives from among the most distinguished names in the field. They give a clear overview of the topics discussed while explaining their practical implications. This

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textbook is published as a
Course Reader for The Open
University Course Creativity,
Innovation and Change (B822)
but will engage and challenge
students interested in creative
ways of managing, different

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approaches to developing
creativity in organizations and
creative leadership.

A revelatory history of the people
who created the computer and
the internet discusses the
process through which

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innovation happens in the
modern world, citing the pivotal
contributions of such figures as
programming pioneer Ada
Lovelace. By the author of Steve
Jobs. 500,000 first printing.
The Remarkable Story of the

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Traits, Foibles, and Genius of
Breakthrough Innovators Who
Changed the World
Mastering the Five Skills of
Disruptive Innovators
Creative Management and
Development

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How a Group of Hackers,
Geniuses, and Geeks Created
the Digital Revolution
Creating and Sustaining
Successful Growth
Quirky
Curable

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Today's mature, established companies must find ways to rejuvenate themselves--or risk losing their way. By working with startup companies, legacy companies can acquire new technology and lines of business,

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relearn the need for speed, increase strategic risk-taking, spark innovation, improve the intimacy of their relationships with customers, and streamline their operations from within. Former global

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*marketing officer for
Procter and Gamble and
business consultant Jim
Stengel saw firsthand the
importance of establishing
partnerships and learning
key insights from the
startup world. In an eye-*

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*opening book, he looks at
such established companies
as GE and Western Union,
Wells Fargo and IBN, Target
and Motorola Solutions,
Toyota and Bayer to see what
they are learning from their
alliances with entrepreneurs*

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and startups--as well as the potential pitfalls and course corrections when a partnership goes awry. Jim closes by looking at how 10, 20, and 30-year-old "startups" like Microsoft, Google, and Apple are

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*reinventing themselves--and
what that bodes for legacy
companies everywhere.*

*The Killer Questions Your
Company Should Be Asking
Generating and executing
great ideas is the key to
staying ahead in a rapidly*

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*changing world. It seems so
basic. Why is it so hard to
actually get right?*

*According to innovation
expert Phil McKinney, the
real problem is that we're
teaching people to ask the
wrong questions about their*

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businesses--or none at all.

There has to be a better
way. In *Beyond the Obvious*,
McKinney will help you use
his proven *FIRE* (Focus,
Ideation, Rank, Execution)
Method to dig deeper and get
back to asking the right

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*questions--the ones all
companies must ask to
survive. Full of real-world
examples, this book will
change the way you operate,
innovate, and create, and it
all begins with battle-
tested questions Phil has*

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*gathered on note cards
throughout his career.*

*Shared for the first time
here, these "Killer*

*Questions" include: What are
the rules and assumptions my
industry operates under?*

What if the opposite were

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*true? What will be the
buying criteria used by my
customer in 5 years? What
are my unshakable beliefs
about what my customers
want? Who uses my product in
ways I never anticipated?
These questions will reframe*

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*the way you see your
products, your customers,
and the way the two
interact. Whether you're a
company of thousands or a
lean startup, Beyond the
Obvious will give you the
skills and easy-to-follow*

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*plan you need to make both
the revolutionary changes
and nuanced tweaks required
for success. Praise for
Beyond the Obvious "Human
beings are creatures of
habit, so getting ourselves
and our teams to think*

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beyond the obvious is a challenge we face all the time. Phil McKinney is an innovation expert, and his killer questions and hit-the-spot anecdotes provide a great way to get out in front of opportunities we

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otherwise won't see."

*--Geoffrey Moore, author of
Crossing the Chasm and
Escape Velocity "I've always
believed that asking the
right questions is the
essence of design. Phil
McKinney proves that point*

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*with this wonderful set of
killer questions that will
jumpstart-or greatly
enhance- your innovation
efforts." --B. Joseph Pine
II, co-author, The
Experience Economy &
Infinite Possibility.*

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"Product Innovation is a prerequisite to building great brands. Phil's questions are a prerequisite to building innovative products." --Satjiv S. Chahil, former global marketing chief, Apple

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News organisations are struggling with technology transitions and fearful for their future. Yet some organisations are succeeding. Why are organisations such as Vice and BuzzFeed investing in

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*journalism and why are
pedigree journalists joining
them? Why are news
organisations making
journalists redundant but
recruiting technologists?
Why does everyone seem to be
embracing native*

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*advertising? Why are some
news organisations more
innovative than others?
Drawing on extensive first-
hand research this book
explains how different
international media
organisations approach*

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*digital news and pinpoints
the common organisational
factors that help build
their success.*

*Have you ever come up with
an idea for a new product or
service but didn't take any
action because you thought*

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it would be too risky? Or at work, have you had what you thought could be a big idea for your company—perhaps changing the way you develop or distribute a product, provide customer service, or hire and train your

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*employees? If you have, but
you haven't known how to
take the next step, you need
to understand what the
authors call the innovator's
method—a set of tools
emerging from lean start-up,
design thinking, and agile*

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*software development that
are revolutionizing how new
ideas are created, refined,
and brought to market. To
date these tools have helped
entrepreneurs, designers,
and software developers
manage uncertainty—through*

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*cheap and rapid experiments
that systematically lower
failure rates and risk. But
many managers and leaders
struggle to apply these
powerful tools within their
organizations, as they often
run counter to traditional*

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managerial thinking and practice. Authors Nathan Furr and Jeff Dyer wrote this book to address that very problem. Following the breakout success of The Innovator's DNA—which Dyer wrote with Hal Gregersen and

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*bestselling author Clay
Christensen to provide a
framework for generating
ideas—this book shows how to
make those ideas actually
happen, to commercialize
them for success. Based on
their research inside*

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*corporations and successful
start-ups, Furr and Dyer
developed the innovator's
method, an end-to-end
process for creating,
refining, and bringing ideas
to market. They show when
and how to apply the tools*

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of their method, how to adapt them to your business, and how to answer commonly asked questions about the method itself, including: How do we know if this idea is worth pursuing? Have we found the right solution?

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*What is the best business
model for this new offering?
This book focuses on the
“how”—how to test, how to
validate, and how to
commercialize ideas with the
lean, design, and agile
techniques successful start-*

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*ups use. Whether you're
launching a start-up,
leading an established one,
or simply working to get a
new product off the ground
in an existing company, this
book is for you.*

The Innovator's Method

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The Innovators

Essentials for Inventing

What Is Next

A 30-Minute Summary of

Walter Isaacson's the

Innovators

Democratizing Innovation

Steve Jobs, Benjamin

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Franklin, Einstein

Think Like An Innovator

*The process of user-centered
innovation: how it can benefit both
users and manufacturers and how its
emergence will bring changes in
business models and in public policy.*

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Innovation is rapidly becoming democratized. Users, aided by improvements in computer and communications technology, increasingly can develop their own new products and services. These innovating users—both individuals and

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firms—often freely share their innovations with others, creating user-innovation communities and a rich intellectual commons. In Democratizing Innovation, Eric von Hippel looks closely at this emerging system of user-centered innovation.

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He explains why and when users find it profitable to develop new products and services for themselves, and why it often pays users to reveal their innovations freely for the use of all. The trend toward democratized innovation can be seen in software

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and information products—most notably in the free and open-source software movement—but also in physical products. Von Hippel's many examples of user innovation in action range from surgical equipment to surfboards to software security

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features. He shows that product and service development is concentrated among "lead users," who are ahead on marketplace trends and whose innovations are often commercially attractive. Von Hippel argues that manufacturers should redesign their

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innovation processes and that they should systematically seek out innovations developed by users. He points to businesses—the custom semiconductor industry is one example—that have learned to assist user-innovators by providing them

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with toolkits for developing new products. User innovation has a positive impact on social welfare, and von Hippel proposes that government policies, including R&D subsidies and tax credits, should be realigned to eliminate biases against it. The goal of

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*a democratized user-centered
innovation system, says von Hippel, is
well worth striving for. An electronic
version of this book is available under
a Creative Commons license.*

*Who needs to innovate? In today's
constantly changing business*

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environment, the only way to prosper or even survive--whether you are part of a business, healthcare organization, educational institution, government entity, or nonprofit--is to innovate. Successful innovation requires three primary components:

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**An innovation framework *An understanding of the innovation continuum *A gauge of your people's innovation fitness Despite investment in understanding the frameworks and stages of innovation, many innovations still fail. This is because*

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*the most critical element of innovation
success is understanding people. This
book brings together two essential
components--the innovation
framework and the science of skills
and talent assessments--and shows
you how to apply them to each stage*

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*of the innovation continuum to create
The Innovator's Advantage.*

*A captivating blend of personal
biography and public drama, The
Wise Men introduces the original best
and brightest, leaders whose outsized
personalities and actions brought*

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*order to postwar chaos: Averell
Harriman, the freewheeling diplomat
and Roosevelt's special envoy to
Churchill and Stalin; Dean Acheson,
the secretary of state who was more
responsible for the Truman Doctrine
than Truman and for the Marshall*

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Plan than General Marshall; George Kennan, self-cast outsider and intellectual darling of the Washington elite; Robert Lovett, assistant secretary of war, undersecretary of state, and secretary of defense throughout the formative years of the

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Cold War; John McCloy, one of the nation's most influential private citizens; and Charles Bohlen, adroit diplomat and ambassador to the Soviet Union.

The #1 New York Times bestseller from Walter Isaacson brings

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Leonardo da Vinci to life in this exciting new biography that is “a study in creativity: how to define it, how to achieve it...Most important, it is a powerful story of an exhilarating mind and life” (The New Yorker). Based on thousands of pages from

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*Leonardo da Vinci's astonishing
notebooks and new discoveries about
his life and work, Walter Isaacson
"deftly reveals an intimate Leonardo"
(San Francisco Chronicle) in a
narrative that connects his art to his
science. He shows how Leonardo's*

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*genius was based on skills we can
improve in ourselves, such as
passionate curiosity, careful
observation, and an imagination so
playful that it flirted with fantasy. He
produced the two most famous
paintings in history, The Last Supper*

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and the Mona Lisa. With a passion that sometimes became obsessive, he pursued innovative studies of anatomy, fossils, birds, the heart, flying machines, botany, geology, and weaponry. He explored the math of optics, showed how light rays strike

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the cornea, and produced illusions of changing perspectives in The Last Supper. His ability to stand at the crossroads of the humanities and the sciences, made iconic by his drawing of Vitruvian Man, made him history's most creative genius. In the

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“luminous” (Daily Beast) Leonardo da Vinci, Isaacson describes how Leonardo’s delight at combining diverse passions remains the ultimate recipe for creativity. So, too, does his ease at being a bit of a misfit: illegitimate, gay, vegetarian, left-

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And Geeks Created The Digital Revolution handed, easily distracted, and at times heretical. His life should remind us of the importance to be imaginative and, like talented rebels in any era, to think different. Here, da Vinci “comes to life in all his remarkable brilliance and oddity in Walter Isaacson’s

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*ambitious new biography...a vigorous,
insightful portrait” (The Washington
Post).*

*Silicon Valley's Coming of Age
Benjamin Franklin, Einstein, Steve
Jobs, and Leonardo da Vinci*