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**Innovate Discover**  
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"INSIDE THE BOX answers one of the most-asked questions in corporate America: How can our organization be more creative? The authors show how "thinking inside the box" can foster greater creativity and innovation within your

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company or organization"--Provided by  
publisher. Develop Your Creative Potential

Can we solve big public problems  
anymore? Yes, we can. This provocative  
and inspiring book points the way. The  
huge challenges we face are daunting  
indeed: climate change, crumbling  
infrastructure, declining public education

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and social services. At the same time, we've come to accept the sad notion that government can't do new things or solve tough problems—it's too big, too slow, and mired in bureaucracy. Not so, says former public official, now Harvard Business School professor, Mitchell Weiss. The truth is, entrepreneurial spirit and savvy in

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government are growing, transforming the public sector's response to big problems at all levels. The key, Weiss argues, is a shift from a mindset of Probability Government—overly focused on safe solutions and mimicking so-called best practices—to Possibility Government. This means public leadership and management

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that's willing to boldly imagine new possibilities and to experiment. Weiss shares the three basic tenets of this new way of governing: Government that can imagine: Seeing problems as opportunities and involving citizens in designing solutions Government that can try new things: Testing and experimentation as a

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regular part of solving public problems  
Government that can scale: Harnessing  
platform techniques for innovation and  
growth The lessons unfold in the timely  
episodes Weiss has seen and studied: the  
US Special Operations Command  
prototyping of a hoverboard for chasing  
pirates; a heroin hackathon in opioid-

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ravaged Cincinnati; a series of experiments in Singapore to rein in Covid-19; among many others. At a crucial moment in the evolution of government's role in our society, We the Possibility provides inspiration and a positive model, along with crucial guardrails, to help shape progress for generations to come.



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Although they appear successful, are  
businesses incubating seeds of disaster? In  
this book, Kolind helps readers uncover the  
earliest signs of trouble and reignite a  
powerful new growth cycle instead of  
accelerating towards failure.

**REDISCOVER AND LIBERATE YOUR  
CREATIVE GENIUS** The challenge

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facing today's business leaders is how to transform the tension between running the businesses of today and innovating to build the businesses of tomorrow-how to change and innovate while dealing with the relentless and rapid changes buffeting us daily. Tension: The Energy of Innovation teaches you how to ride the innovation

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cycle and lifecycle to discover brilliant ideas and drive those ideas forward through all four phases of innovation development to achieve large scale success. Harnessing Tension Accelerates Innovation and Fuels Your Creative Genius. Becoming an innovator is analogous to biking-we need to ride a different bike

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depending on the terrain; and we need a different approach during each phase of the innovation lifecycle. Learn how to manage and excel during the Discovery phase, the Incubation phase, the Acceleration phase, and finally the Scaling phase. In the Discovery phase we ride rugged mountain bikes built to survive the

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risks we face as we explore challenging and unknown terrain. In the Incubation phase we need a hybrid bike that can handle both mountain trails and roads, so a potentially innovative idea can be incubated to create a prototype and complete a pilot. In the Acceleration phase we innovate the business model to ensure

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commercial success. This requires a road bike-aerodynamic, light and fast to allow you to quickly pass competitors. The final phase is Scaling where we apply Lean Six Sigma practices to scale the business and ensure profits, returning full circle back to the stationary bike.

Discover the Genius Hiding in Plain Sight

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A Strategic Methodology for Impactful  
Problem Solving

The Food Industry Innovation School  
Challenging Conformity in Business and in  
Life

Killer Questions That Spark Game-  
Changing Innovation

Business Innovation For Dummies

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How to Innovate and Drive Results When  
You Aren't the Boss

Developing Innovation

Ever wonder where big,  
breakthrough ideas come from?  
How do innovators manage to  
spot the opportunities for



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industry revolution that  
Develop Your Creative Potential  
everyone else seems to miss?

Contrary to popular belief,  
innovation is not some mystical  
art that ' s forbidden to mere  
mortals. The Four Lenses of  
Innovation thoroughly debunks

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this pervasive myth by delivering what we 've long been hoping for: the news that innovation is systematic, it 's methodical, and we can all achieve it. By asking how the world 's top innovators—Steve

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Jobs, Richard Branson, Jeff  
Bezos, and many others—came  
up with their game-changing  
ideas, bestselling author Rowan  
Gibson identifies four key  
business perspectives that will  
enable you to discover

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groundbreaking opportunities  
for innovation and growth:

Challenging Orthodoxies—What  
if the dominant conventions in  
your field, market, or industry  
are outdated, unnecessary, or  
just plain wrong? Harnessing

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Trends—Where are the shifts  
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and discontinuities that will, now  
and in the future, provide the  
energy you need for a major  
leap forward? Leveraging  
Resources—How can you  
arrange existing skills and assets

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into new combinations that add  
up to more than the sum of their  
parts? Understanding  
Needs—What are the unmet  
needs and frustrations that  
everyone else is simply  
ignoring? Other books promise

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the keys to innovation—this one delivers them. With a unique full-color design, thought-provoking examples, and features like the 8-Step Model for Building a Breakthrough, The Four Lenses of Innovation will teach you how

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to reverse-engineer creative  
genius and make radical  
business innovation an everyday  
reality inside your organization.

“ Rowan Gibson has done a  
superb job of ‘ unpacking ’  
what it takes to innovate. ”



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—Philip Kotler, S. C. Johnson  
Distinguished Professor of  
International Marketing at the  
Kellogg School of Management  
at Northwestern University

“ Can you develop an innovative  
mind? Yes, you can. And this

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book is the manual. ” —John and Doris Naisbitt, authors of China ’ s Megatrends and The Global Game Change “ An excellent piece of work for practitioners and organizations who seek to have innovation as

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part of their DNA.” —Camille Mirshokrai, Managing Director of Leadership Development, and Partner at Accenture “ Rowan Gibson ’ s The Four Lenses of Innovation will inspire you to think big, look afresh at the

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challenges you face, and take  
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bold action to change the  
world. ” —Robert B. Tucker,  
author of Driving Growth  
Through Innovation  
Part exploration and part  
exhortation, Find Your

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Difference is a unique collection  
of observations, case studies,  
and hard-earned lessons from  
marketing expert and BRAND Is  
a Four Letter Word author  
Austin McGhie. With humor and  
wisdom, McGhie makes the case

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for identifying your difference, highlights the importance of being distinctive, points out the "difference dampeners" that hold you back, and offers advice for creating real-world difference in business and in life. Here, you'll

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learn how to identify what  
makes your brand and products  
unique, the top ten things to  
consider as you pursue  
difference, and a five-step plan  
for getting those around you  
prepared to "do different"

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matter what you're selling,  
difference is key to building an  
audience. This practical guide  
provides thought-provoking tips  
designed to challenge you,  
inspire you, and, most  
importantly, help you find your



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difference.

A more powerful innovation,  
which seeks to discover not how  
things work but why we need  
things. The standard text on  
innovation advises would-be  
innovators to conduct creative

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brainstorming sessions and seek input from outsiders—users or communities. This kind of innovating can be effective at improving products but not at capturing bigger opportunities in the marketplace. In this book

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Roberto Verganti offers a new approach—one that does not set out to solve existing problems but to find breakthrough meaningful experiences. There is no brainstorming—which produces too many ideas,

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unfiltered—but a vision, subject to criticism. It does not come from outsiders but from one person's unique interpretation. The alternate path to innovation mapped by Verganti aims to discover not how things work

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but why we need things. It gives customers something more meaningful—something they can love. Verganti describes the work of companies, including Nest Labs, Apple, Yankee Candle, and Philips Healthcare, that have

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created successful businesses by doing just this. Nest Labs, for example, didn't create a more advanced programmable thermostat, because people don't love to program their home appliances. Nest's thermostat

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learns the habits of the household and bases its temperature settings accordingly. Verganti discusses principles and practices, methods and implementation. The process begins with a vision

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and proceeds through  
developmental criticism, first  
from a sparring partner and  
then from a circle of radical  
thinkers, then from external  
experts and interpreters, and  
only then from users. Innovation



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driven by meaning is the way to  
create value in our current  
world, where ideas are abundant  
but novel visions are rare. If  
something is meaningful for  
both the people who create it  
and the people who consume it,

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business value follows.  
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Wall Street Journal bestseller

Watch your most innovative  
ideas take flight by overcoming  
the forces that resist change The  
Human Element is for anyone  
who wants to introduce a new

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idea or innovation into the  
world. Most marketers,  
innovators, executives, activists,  
or anyone else in the business of  
creating change, operate on a  
deep assumption. It is the belief  
that the best (and perhaps only)

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way to convince people to  
embrace a new idea is to  
heighten the appeal of the idea  
itself. We instinctively believe  
that if we add enough value,  
people will eventually say "yes."  
This reflex leads us down a path

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of adding features and benefits to our ideas or increasing the sizzle of our messaging - all in the hope of getting others on board. We call this instinct the "Fuel-based mindset." The Fuel-based mindset explains so much

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of what we do, from adding  
countless trivial features to  
software, to bolting a sixth blade  
onto a shaving razor. By  
focusing on Fuel, innovators  
neglect the other half of the  
equation – the psychological

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Frictions that oppose change.  
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Frictions create drag on  
innovation. And though they are  
rarely considered, overcoming  
these Frictions is essential for  
bringing new ideas into the  
world. The Human Element

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highlights the four Frictions that  
operate against innovation.

Readers will discover: Why their  
best ideas and initiatives often  
get rejected – despite their  
undeniable value How to disarm  
the forces of resistance that act



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against change How to  
transform the very Frictions that  
hold us back into catalysts for  
change Perfect for business  
leaders, product managers,  
educators, and anyone else who  
seeks to bring new and exciting

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ideas to life, The Human Element  
Develop Your Creative Potential  
is an indispensable resource to  
help people overcome the  
powerful forces of human nature  
that instinctively resist change.  
A Transformational Guide to  
Growing Your Business and

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Inventorship  
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Winning the War Against

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Innovate the Future

Tension

Inside the Box

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develop your creative

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The Innovation Pyramid is a learnable, repeatable, non-linear, knowledge-based innovation methodology. While traditional books on innovation focus on either assembling an innovation

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team with the right combination of innate abilities or developing a creativity skillset, the Innovation Pyramid instead trains readers to produce serial innovations successfully. The original method segments innovation into

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four distinct yet interrelated stages: (1) identification of the root problem, (2) formulation of a solution, (3) development of an execution plan and (4) implementation. At all stages, it considers the perspectives of

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both the innovator and the adopter, in order to increase the likelihood that innovations will achieve significant impact. Section I of the book describes the over-arching method of innovating. Section II details the



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creativity-based process for implementing the Innovation Pyramid methodology. Finally, the book's appendices include advanced techniques to enhance the utility of the Innovation Pyramid method.

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A Proven, Step-by-Step Method  
for Consistently Creating  
Revolutionary Products,  
Services, and Processes When it  
comes to entering, creating, or  
dominating markets, disruptive  
innovation is the most powerful

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tool you have. Unfortunately, most companies find disruptive innovation difficult to achieve and virtually impossible to replicate. In Innovate the Future, renowned technology innovator David Croslin helps you solve this

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problem once and for all. Croslin introduces a proven process for consistently creating inventions, technologies, and methods that are truly transformative. Drawing on his unsurpassed experience leading innovation in

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organizations ranging from start-ups to the Fortune® 20, Croslin identifies structured steps for optimizing the entire innovation lifecycle. Then, using real examples and case studies, he shows how to apply these steps

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to Innovate from Scratch: Identify  
a new market, and invent and  
deliver a successful product

Innovate to Dominate: Maintain a  
position of market dominance

Innovate to Conquer: Replace a  
current leader Innovate to

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Disrupt: Use new inventions to  
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power your way into emerging  
markets Innovate the Future is  
an indispensable resource for  
anyone who wants to drive more  
strategic value and profit from  
innovation: CxOs, strategists,

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entrepreneurs, R&D leaders,  
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product and line of business  
leaders, and investors alike.  
Discover how to access your  
creative power to boost your  
success in business Success in  
business demands constant



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creativity. Generating fresh solutions to problems and the ability to invent new products or services for a changing market are part of the intellectual capital that gives a company its competitive edge. Business

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Innovation For Dummies gives  
you practical, easy-to-follow  
information for generating new  
ideas, using creativity to boost  
sales, solving problems  
creatively, mastering the art of  
invention, honing creative

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thinking skills, and identifying  
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new opportunities. Advice on  
how to apply creativity to the  
workplace Ideas for spicing up  
presentations Shows you how  
innovation leads to more  
productive business Business

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must-have guide for anyone in  
business who is looking to  
harness their creativity to boost  
productivity and revenue!  
Discover the Secrets for  
Profitable and Lasting Innovation

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Agile Management and VUCA-  
RR

Mantra Design - Innovate, Buy or  
Die!

The Second Cycle

Discovering Leadership: Designing

Where To Download Yes You Can Innovate Discover Your Innovation Strengths And Your Success by Anthony Middlebrooks, Scott J. Allen, Mindy McNutt, and James Morrison provides a practical, engaging foundation and easy-to-understand framework for individuals to purposefully design leadership.

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This action-oriented text starts with the self and helps students understand their individual strengths, styles, and skills with numerous reflection opportunities. Next, the text explores the relational aspects of leadership and



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best practices for motivating and inspiring followers. Finally, the text concludes by examining how leaders can transform their communities and create lasting, positive change. Practical applications and activities in each

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chapter help students develop their confidence, optimism, resiliency, and engagement. Regardless of your students' background or major, they will gain the knowledge and skills they need to become thoughtful, impactful leaders.

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Innovation and Collaboration in the Digital Era provides a holistic approach to collaborative innovation, innovation management and innovation leadership. It is full of practical advice and includes 34 interviews with high-level

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politicians, innovation industry leaders, academics and entrepreneurs discussing the reality of innovation and how to create change for a positive impact. Many quotes are included from researchers and practitioners in the

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innovation field who have participated as guests in the author's podcast "Business of Collaboration" or in interviews with the Collabwith Magazine which she produces. This is a powerful book full of practical frameworks and one-

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page canvases which act as reminders of the value of making needs and expectations explicit. The author provides frameworks and tools that can be used to support collaboration journeys across different sectors and

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organizations. She also offers clarity to the reader for their innovation journey and brings a new perspective on how to innovate and understand innovation. Jara Pascual focuses on the importance of managing emotions and feelings

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of frustration which can be very common during a collaborative innovation process. She explores the interaction between Emotional Intelligence and business and shows how to remove and manage frustration and how to produce a



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positive outcome. Innovation and Collaboration in the Digital Era will empower the reader to take action and show how to change your conversation about innovation and collaboration. "Innovation and collaboration are among the most

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important concepts that drive human society forward. Jara Pascual explores their interplay in a unique way, with the chapters walking through the richness of the topics like a Mediterranean food market, full of colour, diversity and

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flavours. A remarkable, engaging and satisfying read." Johan Kestens, CIO New York Mellon Bank "Jara's voice is rigorous and inspiring on how to manage organizations in the current era. Indeed, there are strategic reasons

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for diversity. And indeed, good leaders are not just smart, but emotionally intelligent. A MUST READ!" Elena Arrieta, tech & innovation journalist. Currently working as Communications Manager at DigitalES, the Spanish

Where To Download Yes You Can Innovate Discover Your Innovation Strengths And Develop Your Creative Potential Association for Digitalisation. "Jara Pascual is opening a new box for innovation. I was intrigued about the connection of Emotional Intelligence and business in particular in a startup context. Everyone is looking for recipes for

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personal and professional success and this approach might be the key for both." Sabine Stuiver, Co-founder and CMO Hydraloop "Jara Pascual, with colleague Celia Avila-Rauch, has been able to distill and apply the ability model of emotional

Where To Download Yes You Can Innovate Discover Your Innovation Strengths And Develop Your Creative Potential intelligence to the art and science of innovation and innovation leadership. In our work we note that feelings are not always facts but that emotions as a form of data. More than that, emotions can assist or facilitate with decision making,

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creativity and innovation rather than  
getting in the way, but only if  
leaders are "smart" about emotions  
and develop and deploy their  
emotional intelligence skills." Dr  
David R Caruso, Emotional  
Intelligence Skills Group, Founder



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Yale Center for Emotional Intelligence, Research Affiliate  
Yes, You Can Innovate! is a practical how-to guide to help you discover your innovation strengths. Use the free online assessment to improve your ability to create value

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out of new ideas. Covering the six stages of innovation, find out which of the 6'l's® is your personal strength:

- IDENTIFY opportunities by understanding trends, patterns and future areas of growth
- IGNITE ideas by creating novel

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- INVESTIGATE by prototyping, testing and researching ideas
- INVEST by having the courage, to create business models and persuade others to back ideas
- IMPLEMENT by making an idea happen and creating value from it

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IMPROVE by optimising your ideas and learning from success and failure Discover the skills required to successfully innovate, how to understand the problem you want to solve, and how to cultivate and implement innovative ideas.

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Whether you work for an organisation or are an entrepreneur, each chapter will equip you with a practical toolkit containing examples, activities and resources to help you build and improve your innovation skills. Take

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the free online assessment to understand your innovation strengths, and challenges, and how to harness your skills, as well as the skills of others to make your ideas happen.

Have you ever wondered why some

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tasks come naturally to you, while others leave you feeling frustrated and bored? Paul Burgess believes it's because we all have a unique combination of Instinctive Drives that act as an internal compass, guiding our

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thoughts and actions. Natural Born Success will help you to discover your innate operating system — your I.D. — so that you can get 'in stride' in your life. Knowing your I.D. will enable you to harness your inborn skills and reach new heights in



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your career, relationships, finances and family. Validated by scientific research, the I.D. System is the only psychometric profiling tool that delves beneath people's behaviour and personality to explore their Instinctive Drives. Realise your full

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potential and life purpose by  
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tapping into thenatural motivations  
and talents that define the real you.  
The Role of Emotional Intelligence  
for Innovation Leadership and  
Collaborative Innovation  
The Human Element

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Loss and Discovery  
Rebel at Work  
Harnessing Public  
Entrepreneurship to Solve Our

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Company demystifies  
performance. This  
transformational guide  
provides the crucial tools*

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*and insights to grow your  
business and outperform  
peers. It pinpoints how  
successful leaders and  
companies position  
themselves to lead in their  
industries. Explore the  
symbiotic nature of leaders*

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*and the businesses they  
lead. Learn why life is  
better for everyone when the  
business is performing at  
its best. Discover the  
actions necessary to  
leverage your organization  
to new heights and grow as a*

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*When women show up, unleash*



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*their voices, and share  
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*Uba, Andrea Edwards, Mette  
Johansson, Natalie Turner,  
Lauren Sorkin, Su-Yen Wong,  
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*“Sisters, when this book  
falls into your hands, know  
that it’s time to take your*

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*place onstage, to lead, to  
unleash your voice.” Fredrik  
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be to cut costs and grow  
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outstanding global freelance  
talent? Yes, you can  
eliminate the expense of  
maintaining an office and  
many other costs with this  
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*and how to create and lead a  
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technologies and processes  
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to: Lead an exceptional  
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workforce. Conduct  
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infinitely creative God to  
reflect his love and  
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way we do that is by*

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*continuing his creative  
work. In this energizing  
book, serial entrepreneur  
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entrepreneurs, writers, and  
other creatives reimagine  
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*and others, addressing such  
penetrating questions as -  
Is my work as a creative  
really as God-honoring as  
that of a pastor or  
missionary? - What does it  
look like to create not to  
make a name for myself but*

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*to glorify God and serve  
others? - How can I use my  
work to fulfill Jesus's  
command to create disciples?  
- Will what I make today  
matter in eternity? To  
answer these questions,  
Raynor shares compelling*

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*stories from an eclectic  
group of 40+ Christian  
entrepreneurs, including the  
founders of TOMS Shoes,  
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In-N-Out Burger, Guinness,  
HTC, and Sevenly, as well as  
nontraditional entrepreneurs*

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such as C. S. Lewis, Johann  
Sebastian Bach, and J. R. R.  
Tolkien. Raynor's "show"  
rather than "tell," story-  
driven style makes you feel  
as if you are sitting at the  
feet of some of the godliest  
and most successful

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*entrepreneurs of all time.  
Perfectly poised to reach  
today's growing creative  
class, this unique work  
restores God's position as  
the first entrepreneur,  
helping readers see the  
eternal value in the work*

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encourage you to think beyond the  
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*data, persuade teams to take action on  
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*organization.*

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*and empowering yourself, your  
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roadblocks like fear, frustration and  
(lack of) focus. If you're under constant  
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*Frugal innovation is a way that  
companies can create high-quality  
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the preserve of firms in poor markets,  
Western companies are now seeking  
ways to appeal to cost-conscious and*

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*environmentally-aware consumers at home. With an estimated trillion-dollar global market for frugal products, and with potentially huge cost savings to be gained, frugal innovation is revolutionizing business and reshaping management thinking. This book*

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*explains the principles, perspectives and techniques behind frugal innovation, enabling managers to profit from the great changes ahead. The book explains: How to achieve mass customization, using low-cost robotics, inexpensive product design*



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*and virtual prototyping software. How  
consumers and other external partners  
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as the production of waste-free  
products How to change the corporate  
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*Kalau kamu mau nyaman, bersiap-siaplah, kamu tidak akan pernah maju.*

*Kalau kamu mau maju, bersiap-siaplah, perjalanan hidupmu tak akan pernah nyaman. Benarkah? Seorang leader baru, menjawab tantangan bisnis di zaman milenial. Tahukah*

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*kuncinya? Berubah atau mati. Untuk mengembangkan sebuah proyek inovasi di zaman milenial, ternyata kita harus punya keterampilan: - Mengantisipasi masa decline sebuah product lifecycle - Menjadi leader baru - Menerapkan inovasi - Menghadapi*

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**This book offers  
guidance to professional  
and lay leaders on how  
to lead change during  
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explores Torah episodes,  
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all of which reveal  
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to prepare for and  
implement change. It  
also includes insights  
from Abraham Lincoln,  
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Colin Powell, as well as  
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religious communities,  
law enforcement, human  
services, and politics.  
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great length about  
Master Mind groups and  
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book, "Think and Grow  
Rich". However you can't  
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at a Master Mind meeting  
of like-minded  
individuals and walk  
away a success. The key

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element is incorporating  
the essential Master  
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decades of experience  
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we keep up with each  
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***where to start. Yet, it's the next  
big thing. It's the new way  
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voice, customers can quickly  
summon search results with a  
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***alternate channel benefits  
your business because it  
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*immediate impact for anyone  
trying to 'lead from the  
trenches' in a positive and  
productive way."* —Jon  
Gordon, author of *The Energy  
Bus, The Carpenter, and The  
Power of Positive Leadership*



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***Are you tired of leadership that claims to want an innovative culture, but throws up internal roadblocks against any new initiatives? If you're a frustrated employee banging your head up against a***

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***corporate brick wall, then this  
is the book for you. Change in  
a company often happens  
from the inside out when  
valuable employees get fed up  
with leadership's vague  
direction and conflicting***

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***priorities. But as an employee, it can be difficult to know how to inspire innovation without getting further sidelined. Rebel at Work shows you how to take matters into your own hands. You'll learn: - How to***

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***understand the unwritten rules  
in your organization—so you  
can work around them - The  
types of corporate  
conformists, as well as their  
hardwiring—so you can  
mitigate their fear of change -***

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***How to bring clarity to all  
conversations, especially  
since jargon can kill promising  
ideas - And how to prepare  
step-by-step plans that  
increase your chances for buy-  
in by your leadership Best of***

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*all, you'll learn how to find  
others like you in your  
organization to unite with and  
get the results you want!  
Innovation and new product  
development are increasingly  
perceived as drivers of profits*

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*in the food industry.*  
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***Companies are dedicating a large amount of resources to these areas and it is crucial that individuals understand how to be part of this new strategy. Food Industry***

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***Innovation School focuses on  
key skills needed to drive new  
ideas from initial concepts  
through to successful  
products on the shelf. The  
author argues that any  
individual can learn how to***



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***lead innovation within  
complex organizations  
utilizing companies?  
commercial and  
financialresources. The book  
focuses on the impact of  
single individuals on company***

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**successes. Case studies from  
the marketplace provide  
valuable examples of  
accomplishments and failures.  
Product development involves  
a plethora of activities such as  
R&D, innovation, engineering,**

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***packaging and design, manufacturing, logistics and supply chain management, as well as marketing, sales and finance, and the book addresses all these crucial functions undertaken by food***

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*companies and manufacturers  
of other packaged consumer  
goods. The learning principles  
and examples (based on  
the author's personal  
experience) are valid in many  
fast-moving consumer goods*

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*organizations and so the  
principles, best practices and  
solutions offered in the 12  
chapters are relevant to a wide  
audience in the food industry  
and beyond, including those  
working in household*

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*products, retail, the  
automotive industry,  
computers and IT, furniture,  
and even media and  
publishing. Read more: [http://  
www.innovationschool.co/](http://www.innovationschool.co/)  
Discover the Instinctive Drives*

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***That Make You Tick!***  
***Overcoming the Resistance***  
***That Awaits New Ideas***  
***Beyond the Obvious***  
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***Powerful Public Speaking for  
Every Woman***

***Lead The Innovation Game  
Find Your Difference***

"From this lively and personal  
account, we learn that we can  
all practice inventorship to



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great advantage-measured  
either in gold or pleasure, or  
perhaps both!"-From the  
Foreword by Walter Cronkite  
"Inventorship is truly the  
stuff from which the future  
will be molded. Giving us an

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insight into the everyday  
thought processes of great  
inventive minds, Greene's  
wonderful collection of  
stories and ideas is a model  
for each of us in the art of  
inventiveness." -Pat Hallberg,

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Executive Director, National Inventors Hall of Fame "This entertaining and well-written work educates without pain and motivates the reader to learn more. It should be widely read not only by

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business people and  
entrepreneurs, but by young  
people, their parents, and  
their teachers. The lesson:  
Inventorship is for everyone  
and can change lives for the  
better." -Joseph N. Hankin,

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President, Westchester  
Community College "After all  
the scholarly books and  
articles about innovation and  
the entrepreneurial process  
by theorists, how refreshing  
it is to hear from a real live

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inventor holding hundreds of  
patents in fields as diverse as  
aeronautics, sailing, chess,  
and skiing! He has even  
invented a word,  
'inventorship', to describe the  
process and guide us through

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dozens of examples. A very  
useful book." -John Diebold,  
Chairman, The JD Consulting  
Group, Inc.

Mantra Design – Innovate,  
Buy or Die! reveals the  
secrets for the identification

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of your customer ' s unmet  
Develop Your Creative Potential  
needs including how best to  
introduce profitable and  
lasting innovation solutions.  
Dana ' s first book describes  
the effective application of  
leadership mantras combined



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with his 30 years of  
experience and an impressive  
track record of revenue  
generation provides the  
foundation for an easy to  
understand methodology that  
highlights the power of true

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innovation leadership. The  
resultant second creation is  
the definitive innovation  
leadership guide book for  
every new product  
development professional  
aspiring to introduce premium

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priced, patent protected,  
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market share leading  
products.

Agile Management and VUCA-  
RR provides cutting-edge,  
multidisciplinary research and  
expert insight into the

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advancing technologies and new strategies being used in businesses settings, as well as for administrative and leadership roles in organizations.

IDEO founder and Stanford

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d.school creator David Kelley  
and his brother Tom Kelley,  
IDEO partner and the author  
of the bestselling The Art of  
Innovation, have written a  
powerful and compelling book  
on unleashing the creativity

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that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the leading experts in

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innovation, design, and  
creativity on the planet show  
us that each and every one of  
us is creative. In an incredibly  
entertaining and inspiring  
narrative that draws on  
countless stories from their

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work at IDEO, the Stanford  
d.school, and with many of  
the world's top companies,  
David and Tom Kelley  
identify the principles and  
strategies that will allow us to  
tap into our creative potential



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in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. It is a book that will help each of us be more productive and successful in our lives and in

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our careers.

Develop Your Creative Potential

A Radical New Approach to  
IT Innovation

A Biblical Invitation to Create,  
Innovate, and Risk

The Art of Innovation

TRIZ for Non-Manufacturing

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Professionals  
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REMOTE IT!

A Proven System of  
Creativity for Breakthrough  
Results  
Called to Create  
Designing Your Success

*Page 227/274*

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TRIZ is the Russian acronym for theory of inventive problem solving. The basic assumption behind this theory is that someone somewhere has already

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solved your problem or a  
very similar problem,  
and all we need to do is  
apply the same principle  
to the current problem  
and solve it similarly. [?]  
It guides you to think

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in a specific direction  
rather than getting  
lost. The goal of this  
book is to use some of  
the simple TRIZ tools to  
help readers immediately  
solve problems,

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innovate, be creative,  
think, and discover the  
joy of experiencing the  
thinking process in new  
dimensions that you  
might not have  
previously. It is

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specifically focused on  
helping nonengineering  
and management  
professionals to apply  
the concepts of TRIZ  
immediately and reap  
benefits. Interspersed



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throughout the book are  
vignettes from the  
author's round-the-world  
bicycle tour on a budget  
of less than five U.S.  
dollars per day, having  
conducted close to 50

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workshops and training  
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sessions and trained  
more than 1,000  
professionals on TRIZ  
without any remuneration  
throughout 21 countries,  
including Thailand,

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Laos, Vietnam, China,  
Kyrgyzstan, Uzbekistan,  
Turkmenistan, Iran,  
Turkey, Georgia,  
Armenia, Greece, Italy,  
France, Spain, and  
Portugal.

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The Killer Questions  
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Your Company Should Be  
Asking Generating and  
executing great ideas is  
the key to staying ahead  
in a rapidly changing  
world. It seems so

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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

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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,

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Ideation, Rank,  
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(Execution) Method to dig  
deeper and get back to  
asking the right  
questions--the ones all  
companies must ask to  
survive. Full of real-

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world examples, this  
book will change the way  
you operate, innovate,  
and create, and it all  
begins with battle-  
tested questions Phil  
has gathered on note



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cards throughout his  
career. Shared for the  
first time here, these  
"Killer Questions"  
include: What are the  
rules and assumptions my  
industry operates under?

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What if the opposite  
were true? What will be  
the buying criteria used  
by my customer in 5  
years? What are my  
unshakable beliefs about  
what my customers want?

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Who uses my product in  
ways I never

anticipated? These  
questions will reframe  
the way you see your  
products, your  
customers, and the way

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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 plan you need to

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make both the  
revolutionary changes  
and nuanced tweaks  
required for success.  
Praise for Beyond the  
Obvious "Human beings  
are creatures of habit,

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so getting ourselves and  
our teams to think

beyond the obvious is a  
challenge we face all  
the time. Phil McKinney  
is an innovation expert,  
and his killer questions

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and hit-the-spot  
anecdotes provide a  
great way to get out in  
front of opportunities  
we otherwise won't see."  
--Geoffrey Moore, author  
of Crossing the Chasm

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"I've always believed  
that asking the right  
questions is the essence  
of design. Phil McKinney  
proves that point with  
this wonderful set of



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killer questions that  
Develop Your Creative Potential  
will jumpstart-or  
greatly enhance- your  
innovation efforts."

--B. Joseph Pine II, co-  
author, The Experience  
Economy & Infinite

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Possibility. "Product  
Develop Your Creative Potential  
Innovation is a  
prerequisite to building  
great brands. Phil's  
questions are a  
prerequisite to building  
innovative products."

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--Satjiv S. Chahil,  
former global marketing  
chief, Apple

In the ever-changing  
world of IT, the  
challenging mission is  
to create and maintain

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innovation culture and  
align innovation  
activities with company  
strategy. This book is  
giving a fresh  
perspective on  
innovation management

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activities in IT  
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environment using  
examples from startups  
and companies like  
Cisco, Ericsson Nikola  
Tesla, Lufthansa  
Systems, Worldline,

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Amdocs, Telefonica, Enea  
and others. The book  
answers the following  
questions: Software  
development environment  
gives many possibilities  
for innovation, but also

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put some constraints on  
the innovation process.

How this can be bypassed  
with bringing success to  
the company? Using an  
agile process in the  
area of software

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development with its  
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short cycles, it is a  
challenge to create and  
maintain innovation  
culture. How to bring  
innovation challenges  
closer to developers and



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use their experience and  
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vision to create new  
projects? How to inspire  
software engineers on  
incremental, often small  
but useful and money-  
saving improvements?

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Fourth industrial  
revolution changes  
companies from the  
inside and it brings  
changes to common agile  
product management  
process in IT. What are

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the effects on  
innovation management  
and what are mechanisms  
for success in new  
environment?

#1 Amazon Bestseller in  
Lean Management Discover

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the methods of lean  
startups that can  
revolutionize large  
organizations and their  
products Even in a tough  
economic climate, the  
startup business

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community has found a  
way to create

innovative, game-  
changing products in  
shockingly short  
timeframes. So why  
should larger, more

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established companies  
take notice? Because  
they have everything to  
gain when they examine  
and adopt the  
strategies, tools, and  
attitudes of these

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smaller competitors. The  
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Lean Enterprise presents  
a groundbreaking design  
for revolutionizing  
larger organizations,  
one that draws on the  
ingenious tenets and

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practices espoused by  
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the startup community.

The guidelines in this  
book will help companies  
shake the lethargy,  
bureaucracy, and power  
struggles that plague



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large organizations and  
hold them back from true  
innovation. At the heart  
of this resource is a  
comprehensive, practical  
approach based on  
methods, timetables,

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compensation, financial  
investment, and case  
studies that reveal the  
startup mentality.  
Respected thought  
leaders in lean startup  
methodologies, the

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authors cover successful  
enterprise development,  
development innovation  
labs, corporate venture  
arms, and acquisition  
and integration of  
startups. Essential

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reading for  
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managers, executives and  
directors in Forbes 2000  
organizations, and board  
members Presents the  
tools and methodologies

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large businesses need to  
compete with a new  
generation of highly-  
empowered entrepreneurs  
Covers lean startup  
culture and principles  
and identifies the

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behaviors that  
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are stunting growth at  
large enterprises Offers  
a comprehensive,  
practical approach for  
developing exciting  
products and services

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and opening vast new  
Develop Your Creative Potential  
markets Don't be  
mystified by the success  
of startups. Master the  
methods of this new  
generation of  
entrepreneurs and

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compete on a level  
playing field.  
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Natural Born Success  
How to Drive Innovation  
through Complex



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Thriving Business in a  
Virtual World-Run a

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Anywhere