

Little Bets How Breakthrough Ideas Emerge From Small Discoveries

Little BetsBreakthrough IdeasLittle BetsHandbook for Creative Team LeadersA Brief Guide to Smart ThinkingIdea SparksDesign With Ai Without Losing Your TasteBusiness ChemistryA More Beautiful QuestionBreakthrough Ideas – See How Masters Breakthrough the ConventionALIEN ThinkingSmart WorldAlien ThinkingThe PDMA Handbook of New Product DevelopmentGeorge Lois on His Creation of the Big IdeaBreakthrough Ideas Teacher's GuideCreative Strategy in Direct MarketingTheories and Models in Applied Behavioral Science: IndividualAssociation ManagementCreative Learning and Teaching Peter Sims Tom ; Taylor Cardigan Tudor Rickards James M. Russell Felicia Dunbar Raphael Westwick Jens Leker Warren Berger Chen Cyril Bouquet Richard Ogle Cyril Bouquet Milton D Rosenau (Jr.) George Lois Tom ; Taylor Cardigan Susan K. Jones J. William Pfeiffer Ellis Paul Torrance

Little Bets Breakthrough Ideas Little Bets Handbook for Creative Team Leaders A Brief Guide to Smart Thinking Idea Sparks Design With Ai Without Losing Your Taste Business Chemistry A More Beautiful Question Breakthrough Ideas – See How Masters Breakthrough the Convention ALIEN Thinking Smart World Alien Thinking The PDMA Handbook of New Product Development George Lois on His Creation of the Big Idea Breakthrough Ideas Teacher's Guide Creative Strategy in Direct Marketing Theories and Models in Applied Behavioral Science: Individual Association Management Creative Learning and Teaching *Peter Sims Tom ; Taylor Cardigan Tudor Rickards James M. Russell Felicia Dunbar Raphael Westwick Jens Leker Warren Berger Chen Cyril Bouquet Richard Ogle Cyril Bouquet Milton D Rosenau (Jr.) George Lois Tom ; Taylor Cardigan Susan K. Jones J. William Pfeiffer Ellis Paul Torrance*

an enthusiastic example rich argument for innovating in a particular way by deliberately experimenting and taking small exploratory steps in novel directions light bright and

packed with tidy anecdotes the wall street journal what do apple ceo steve jobs comedian chris rock prize winning architect frank gehry and the story developers at pixar films all have in common bestselling author peter sims found that rather than start with a big idea or plan a whole project in advance they make a methodical series of little bets learning critical information from lots of little failures and from small but significant wins reporting on a fascinating range of research from the psychology of creative blocks to the influential field of design thinking sims offers engaging and illuminating accounts of breakthrough innovators at work and a whole new way of thinking about how to navigate uncertain situations and unleash our untapped creative powers

a breakthrough idea is something new and different it changes how we think or behave what do people who have breakthrough ideas have in common read the short biographies in this book to find out you will discover that each of these remarkable individuals had a powerful vision and the willingness to work hard for what they believed in

every worthwhile organization strives continuously to improve what the authors of this groundbreaking book offer is nothing less than a system for achieving peak performance as a result of their work with more than 2000 teams in some 40 countries across the globe the authors identified the 7 factors that distinguish what they call dream teams and on that basis they developed the structured approach described in the handbook part i sets out the principles that underlie team performance part ii shows how to train teams to become more creative finally in part iii the authors demonstrate their ideas in action with real life examples from a wide variety of organizational settings they emphasize throughout the role of leadership in stimulating creativity and innovation and they explain how to inject new dynamism into existing organizational systems and practices anyone involved in teamworking would profit from a close study of the handbook it will be especially valuable to team leaders and facilitators to project managers and to hr practitioners and consultants

each book is summarised to convey a brief idea of what each one has to offer the interested reader while a speed read for each book delivers a quick sense of what each

book is like to read and a highly compressed summary of the main points of the book in question the titles covered include thought provoking classics on psychology mindfulness rationality the brain mathematical and economic thought and practical philosophy the selection includes books about self improvement as well as historically interesting accounts of how the mind works titles included go back as far as the epictetus classic the enchiridion and bertrand russell s charming the abc of relativity and proceed through classics such as edward de bono s lateral thinking and into the digital era with titles such as the shallows and big data the books are arranged chronologically which draws attention to some of the interesting juxtapositions and connections between them some of the titles included are freakonomics by steven d levitt blink the power of thinking without thinking by malcolm gladwell sapiens a brief history of humankind by yuval noah harari the organized mind thinking straight in the age of information overload by daniel j levitin the descent of man by grayson perry how the mind works by steven pinker black box thinking why some people never learn from their mistakes but some do by matthew syed we should all be feminists by chimamanda ngozi adichie guns germs and steel the fates of human societies by jared diamond the black swan the impact of the highly improbable by nassim nicholas taleb man s search for meaning by viktor e frankl the news a user s manual by alain de botton mindware tools for smart thinking by richard e nisbett the abc of relativity by bertrand russell the psychopath test by jon ronson the path what chinese philosophers can teach us about the good life by michael puett a brief history of time by stephen hawking messy the power of disorder to transform our lives by tim harford big data a revolution that will transform how we live work and think by viktor mayer schönberger moneyball the art of winning an unfair game by michael lewis the survivors club the secrets and science that could save your life by ben sherwood black box thinking by matthew syed chaos making a new science by james gleick a short history of nearly everything by bill bryson the shallows what the internet is doing to our brains by nicholas carr making ideas happen overcoming the obstacles between vision and reality by scott belsky the enchiridion by epictetus gödel escher bach by douglas r hofstadter what i talk about when i talk about running by haruki murakami and lateral thinking by edward de bono

idea sparks explores the fascinating origins of revolutionary ideas across science and philosophy revealing the hidden catalysts behind human innovation it argues that

groundbreaking concepts rarely emerge in isolation but often arise from unexpected connections chance encounters or reinterpretations of existing knowledge the book emphasizes that innovation isn't solely the domain of genius instead it is a process that can be cultivated through specific practices for example the development of calculus or the theory of evolution illustrate how breakthroughs frequently stem from unique combinations of prior knowledge and circumstance this book demystifies the creative process by examining the cognitive processes such as lateral and divergent thinking and the historical contexts where breakthrough ideas emerged structured in three parts the book begins by introducing core concepts of creativity then explores historical case studies and culminates by synthesizing findings into actionable strategies for fostering innovation by delving into primary sources like scientific papers and personal correspondence idea sparks uncovers the often overlooked messy details behind major advancements

artificial intelligence can accelerate your creative process but it shouldn't erase your individuality design with ai without losing your taste teaches artists designers and creative professionals how to harness ai as a collaborator not a replacement this book walks you through the process of using ai tools for brainstorming sketching and refining ideas while maintaining control over aesthetics emotion and intent learn how to build critique loops that use ai feedback to sharpen not dilute your signature style from crafting effective prompts and curating reference moodboards to analyzing visual output critically you'll discover practical workflows for keeping your creative voice authentic in the age of automation through real world examples design frameworks and mindset shifts design with ai without losing your taste helps you establish an intelligent partnership with your tools one that amplifies intuition rather than imitation whether you're a hobbyist exploring new creative tools or a professional building client-ready concepts this book gives you the language process and confidence to use ai while staying true to your artistic identity

business chemistry how to build and sustain thriving businesses in the chemical industry is a concise text aimed at chemists other natural scientists and engineers who want to develop essential management skills written in an accessible style with the needs of managers in mind this book provides an introduction to essential management theory models and practical tools relevant to the chemical industry and associated branches such as pharmaceuticals and consumer goods drawing on first hand

management experience and in depth research projects the authors of this book outline the key topics to build and sustain businesses in the chemical industry the book addresses important topics such as strategy and new business development describes global trends that shape chemical companies and looks at recent issues such as business model innovation features of this practitioner oriented book include eight chapters covering all the management topics relevant to chemists other natural scientists and engineers chapters co authored by experienced practitioners from companies such as altana a t kearney and evonik industries featured examples and cases from the chemical industry and associated branches throughout chapters to illustrate the practical relevance of the topics covered contemporary issues such as business model design customer and supplier integration and business co operation

to get the best answer in business in life you have to ask the best possible question innovation expert warren berger shows that ability is both an art and a science it may be the most underappreciated tool at our disposal one we learn to use well in infancy and then abandon as we grow older critical to learning innovation success even to happiness yet often discouraged in our schools and workplaces it can unlock new business opportunities and reinvent industries spark creative insights at many levels and provide a transformative new outlook on life it is the ability to question and to do so deeply imaginatively and beautifully in this fascinating exploration of the surprising power of questioning innovation expert warren berger reveals that powerhouse businesses like google nike and netflix as well as hot silicon valley startups like pandora and airbnb are fueled by the ability to ask fundamental game changing questions but berger also shares human stories of people using questioning to solve everyday problems from how can i adapt my career in a time of constant change to how can i step back from the daily rush and figure out what really makes me happy by showing how to approach questioning with an open curious mind and a willingness to work through a series of why what if and how queries berger offers an inspiring framework of how we can all arrive at better solutions fresh possibilities and greater success in business and life

from three top innovation experts at imd business school comes a smart new model for innovative thinking and problem solving how do people come up with truly original ideas for the past decade the authors of this book have studied individuals who have made leaps of creativity inventors scientists doctors entrepreneurs and artists and

concluded that there are five patterns of thinking that distinguish them from the rest of us these five patterns attention levitation imagination experimentation and navigation lead to a fresh and flexible approach to problem solving alien thinkers know how to free the imagination so it can detect hard to observe patterns they practice deliberate ways to retreat from the world in order to see the big picture underlying a problem and they have learned how to change their prototype ideas in systematic ways to reflect feedback and the constraints of reality through surprising and compelling stories the authors show how readers can adopt their five patterns of thinking and use it to develop world changing ideas from the who s first major breakthrough in treating the ebola virus to the balloonist betrand piccard s first circumnavigation of the earth without using fuel and a british inventor s device that creates electrical power from human footsteps alien thinking can help any of us find innovative solutions to the most difficult problems

our ideas about creativity and particularly the most important kind what richard ogle calls breakthrough creativity are governed by a long standing and deep seated myth the mind inside the head from ancient times philosophers of mind have held that important ideas and insights come from the individual brains of geniuses with awesome rational powers whose minds seem to function on a higher plane than those of normal folk in recent years however as advances in cognitive science and network science have highlighted the importance of the external world the social cultural and economic context in which ideas are generated a classic paradigm shift has occurred mihaly csikszentmihalyi has posited the idea of the extended mind radically suggesting that the source of creativity lies not inside of our heads and brains but outside them in the connections between people and ideas there has also been a concurrent growing recognition of the role that imagination and intuition play in scientific breakthroughs where in earlier times it was thought that superior rational thinking and logic were responsible for such advances in the mind out there richard ogle describes this paradigm shift and crystallizes its nature and implications for the first time he argues that developments in the study of cognitive science network science and complexity now allow us to see and understand how breakthrough ideas happen in a much clearer way offering the beginnings of a new science of ideas the key to this science resides in what the author calls idea spaces a set of nodes in a network of people and their ideas that cohere and take on a distinctive set of characteristics and dynamics leading to the

generation of breakthrough ideas these spaces are

highly commended at the business book of the year awards 2022 how do you come up with ideas that change the world this bold and inspiring new book argues that everyone who made leaps of creative genius whether to cure ebola or circumnavigate the world in a hot air balloon had one thing in common they all thought like aliens distilling over a decade of research into a fascinating journey through history science and business bouquet barsoux and wade reveal that there are five patterns of thinking that distinguish true innovators from the rest of us attention levitation imagination experimentation and navigation but crucially they show how utilising this model will help you solve any complex problem and come up with ground breaking ideas of your own stuck in innovation stagnation read this brilliant book and you ll break free from it rolf dobelli author of the million copy bestseller the art of thinking clearly a sharp critique of the conventional wisdom around innovation with thought provoking advice for how to do it better jake knaap new york times bestselling author of sprint

with thirty three chapters written by leading professionals in the field the pdma handbook of new product development offers authoritative practical information on every stage of the product development process from idea generation to delivery of the final product for the novice there is essential coverage of important fundamentals market analysis and segmentation choosing and implementing the right development process the creation of multifunctional teams and more experienced practitioners will find important guidance on topics outside their own area of expertise as well as materials on more advanced and emerging concepts such as process ownership pipeline management metrics and product architecture the book s concise how to approach enables readers to access the basic information they need quickly while providing helpful references to up to date sources of further information by providing a complete picture of the knowledge needed for effective new product development today this all in one guide is an invaluable asset to professionals at every level

the work of advertising s most famous art director

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this book contains all the insights and hand s on tools necessary to create and execute packages that att ract the right customers turn leads into buyers and convert one time sales into long term customers

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Introduction

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