The Myths Of Innovation

Berkun takes a careful look at innovation history, including the software and Internet Age, to reveal how ideas truly become successful innovations--truths that people can apply to today's challenges.

Beyond the Glass Ceiling? More and more, women today are challenging long-held beliefs about what they can and can't do. They're speaking up, stepping out, breaking through, and redefining what society has always told them was true about their capabilities. In Rethink: Smashing the Myths of Women in Business, Andi Simon tells the stories of 11 women from different industries who opened up the possibilities for their professional careers and personal lives by being authentic, taking risks, and pushing past the obstacles others placed before them. These are stories that tell of innovation, show how women rise, and ignite change. Andi, a corporate anthropologist, an award-winning author, and a successful entrepreneur, debunks myth after myth as she profiles the women in the book and offers key wisdom, insights, and observations through her unique lens. Whether about entrepreneurs, innovators, scientists, academics, attorneys, or leaders in other fields, the stories demonstrate how all the women have broken down walls and paved the way to more. But this book isn't only about the 11 women who are pushing boundaries and transforming business, culture, and society; it's about inspiring all women to achieve and showing them a way to launch forward. Rethink provides the tools and framework for questioning society's norms, challenging our own current thinking, and smashing the preconceived notions about women that can so often hold us back from realizing our goals and dreams. In this book, you'll learn how to take a hands-on approach to examining and rethinking your own personal and professional life in order to recognize your fuller potential.

In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You'll have fun while you learn: Where ideas come...
from The true history of history Why most people don't like ideas How great managers make ideas thrive The importance of problem finding The simple plan (new for paperback) Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas. "Sets us free to try and change the world."--Guy Kawasaki, A author of Art of The Start "Small, simple, powerful: an innovative book about innovation."--Don Norman, author of Design of Everyday Things "Insightful, inspiring, evocative, and just plain fun to read. It's totally great."--John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC) "Methodically and entertainingly dismantling the cliches that surround the process of innovation."--Scott Rosenberg, author of Dreaming in Code; cofounder of Salon.com "Will inspire you to come up with breakthrough ideas of your own."--Alan Cooper, Father of Visual Basic and author of The Inmates are Running the Asylum "Brimming with insights and historical examples, Berkun's book not only debunks widely held myths about innovation, it also points the ways toward making your new ideas stick."--Tom Kelley, GM, IDEO; author of The Ten Faces of Innovation

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This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. The new way of planning, steering and measuring marketing may still appear complex and threatening but promising at once to most decision makers. This collaborative compendium combines...
proven experience and best practice in 22 articles written by 45 renowned experts from all around the globe. Among them Dr. Florian Heinemann/Project-A, Peter Würtenberger/Axel-Springer, Deirdre McGlashan/MediaCom, Dr. Marc Grether/Xaxis, Michael Lamb/MediaMath, Carolin Owen/IPG, Stefan Bardega/Zenith, Arun Kumar/Cadreon, Dr. Ralf Strauss/Marketingverband, Jonathan Becher/SAP and many more great minds.

A common narrative of the post-World War II economists was that the State is indispensable for guiding investment and fostering innovation. They claimed that the wealth of the modern world is the result of past State guidance and that what is needed for future economic growth is more State guidance. This position has recently been rejuvenated in reaction to the Great Recession of 2008. The truth is that the enriched modern economy was not a product of State coercion. It was a product of a change in political and social rhetoric in northwestern Europe from 1517 to 1789. The Great Enrichment, that is, came from human ingenuity emancipated from the bottom up, not human ingenuity directed from the top down. The true question is what on balance is the best way to organize innovation—by the “wise State” or by commercially tested betterment? The American Institute for Economic Research in Great Barrington, Massachusetts, was founded in 1933 as the first independent voice for sound economics in the United States. Today it publishes ongoing research, hosts educational programs, publishes books, sponsors interns and scholars, and is home to the world-renowned Bastiat Society and the highly respected Sound Money Project. The American Institute for Economic Research is a 501c3 public charity. The Adam Smith Institute is one of the world’s leading think tanks, recognised as the best domestic and international economic policy think-tank in the UK and ranked 2nd in the world among Independent Think Tanks by the University of Pennsylvania. Independent, non-profit and non-partisan, the Adam Smith Institute works to promote free market, neoliberal ideas through research, publishing, media outreach, and education. The Institute is today at the forefront of making the case for free markets and a free society in the United Kingdom. The Institute was founded in the 1970s, as post-war socialism reached its high-watermark. Then, as now, its purpose was to educate the public about free markets and economic policy, and to inject sound ideas into the public debate.

Bringing hard data to the way we think about entrepreneurial success, this bold call to action draws on the latest scientific evidence to dispel the most pervasive startup myths and light a path to entrepreneurship for those eclipsed by the hype. When you think of a successful entrepreneur, who comes to mind? Bill Gates? Mark Zuckerberg? Or maybe even Jesse Eisenberg, the man who played Zuckerberg in The Social Network? It may surprise you that most successful founders look very different from Zuckerberg or Gates. In fact, most startup origin stories are very different from the famous "unicorns" that have achieved valuations of over $1 billion, from Facebook to Google to Uber. In The Unicorn's Shadow: Combating the Dangerous Myths that Hold Back Startups, Founders, and Investors, Wharton School professor Ethan Mollick takes us to the forefront of an empirical revolution in entrepreneurship. New data and better research methods have overturned the conventional wisdom behind what a successful founder looks like, how they succeed, and how the startup ecosystem works. Among the issues he examines: Which founders are most likely to succeed? Where do the best startup ideas come from? What's the most foolproof way of securing the funding needed to take a company to the next level? Should your sales pitch really be something out of Hollywood? What's the best way to grow and scale your company and create a thriving culture that won't hinder expansion? Mollick argues that entrepreneurship is too important, both for society and for the individuals who start companies, to be eclipsed by the shadows of unicorns. He shows us we can democratize entrepreneurship—but only by following
an evidence-based approach that puts to rest the false narratives that surround it.

A fascinating deep dive on innovation from the New York Times bestselling author of How We Got To Now and Unexpected Life The printing press, the pencil, the flush toilet, the battery—these are all great ideas. But where do they come from? What kind of environment breeds them? What sparks the flash of brilliance? How do we generate the breakthrough technologies that push forward our lives, our society, our culture? Steven Johnson's answers are revelatory as he identifies the seven key patterns behind genuine innovation, and traces them across time and disciplines. From Darwin and Freud to the halls of Google and Apple, Johnson investigates the innovation hubs throughout modern time and pulls out the approaches and commonalities that seem to appear at moments of originality.

55 innovation principles and techniques.

This definitive best-of collection of one of the web's best young writers is packed with big ideas and fun, guaranteed to make you think and smile. You'll learn to find passion, think free, manage time, pay attention and more. Scott Berkun is the bestselling author of Making Things Happen, The Myths of Innovation and Confessions of a Public Speaker. His work has appeared on CNBC, MSNBC, NPR and in The New York Times, Forbes, The Economist, The Washington Post, Wired, and other media. His famous lectures and popular blog can be found for free online at www.scottberkun.com.

The Japanese economy has made a remarkable recovery from the so-called ‘Lost Decade’ of the 1990s. This said, demographic trends suggest that Japan will have to show remarkable powers of innovation if it is to continue to prosper in the global economy. For, around the turn of the last century texts published by prominent strategy analysts such as Michael Porter and colleagues were asking whether Japan could continue to compete at all, and in answering this question they not only gained significant global attention, they also appeared to sound the death knell for strategic innovation in Japan. This collection helps put the record straight. It invites authors and editors of previous (Routledge) titles on the topic of ‘Innovation in Japan’ to reflect on how things have moved on – prominent scholars on Japanese innovation such as Martin Hemmert, Cornelia Storz, and Ruth Taplin, all of whom appear in this collection. It brings together fresh perspectives on Japanese-style innovation, from insiders and from outsiders, from scholars and from practitioners, all of whose combined contributions to this book update our understanding of how patterns of innovation in Japan are evolving and thus provide inspiration and guidance for managers and innovators worldwide.

This myth-busting book shows large companies can construct a strategy, system, and culture of innovation that creates sustained growth. Every company wants to grow, and the most proven way is through innovation. The conventional wisdom is that only disruptive, nimble startups can innovate; once a business gets bigger and more complex corporate arteriosclerosis sets in. Gary Pisano's remarkable research conducted over three decades, and his extraordinary on-the-ground experience with big companies and fast-growing ones that have moved beyond the start-up stage, provides new thinking about how the scale of bigger companies can be leveraged for advantage in innovation. He begins with the simply reality that
bigger companies are, well, different. Demanding that they "be like Uber" is no more realistic than commanding your dog to speak French. Bigger companies are complex. They need to sustain revenue streams from existing businesses, and deal with Wall Street's demands. These organizations require a different set of management practices and approaches--a discipline focused on the strategies, systems and culture for taking their companies to the next level. Big can be beautiful, but it requires creative construction by leaders to avoid the creative destruction that is all-too-often the fate of too many.

In their first book, Ten Rules for Strategic Innovators, the authors provided a better model for executing disruptive innovation. They laid out a three-part plan for launching high-risk/high-reward innovation efforts: (1) borrow assets from the existing firms, (2) unlearn and unload certain processes and systems that do not serve the new entity, and (3) learn and build all new capabilities and skills. In their study of the Ten Rules in action, Govindarajan and Trimble observed many other kinds of innovation that were less risky but still critical to the company's ongoing success. In case after case, senior executives expected leaders of innovation initiatives to grapple with forces of resistance, namely incentives to keep doing what the company has always done--rather than develop new competence and knowledge. But where to begin? In this book, the authors argue that the most successful everyday innovators break down the process into six manageable steps: 1. Divide the labor 2. Assemble the dedicated team 3. Manage the partnership 4. Formalize the experiment 5. Break down the hypothesis 6. Seek the truth. The Other Side of Innovation codifies this staged approach in a variety of contexts. It delivers a proven step-by-step guide to executing (launching, managing, and measuring) more modest but necessary innovations within large firms without disrupting their bread-and-butter business.

Companies like Google and Apple heralded the information revolution, and opened the doors for Silicon Valley to grow into an engine of dazzling technological development, that today champions the free market that engendered it against the supposedly stifling encroachment of government regulation. But is that really the case? In this sharp and controversial expose, The Entrepreneurial State, Mariana Mazzucato debunks the pervasive myth that the state is a laggard, bureaucratic apparatus at odds with a dynamic private sector. Instead she reveals in case study after case study that, in fact, the opposite is true: the state is our boldest and most valuable innovator. The technology revolution would never have happened without support from the US Government. The breakthroughs--GPS, touch-screen displays, the Internet, and voice-activated AI--that enabled legendary Apple products to be smart successes were, in fact, all developed with support from the state. Mazzucato reveals that many successful entrepreneurs like Steve Jobs integrated state-funded technological developments into their products and then reaped the rewards themselves. The algorithm behind Google's search engine was initially sponsored by NASA. And 75% of NMEs--new, often-ground-breaking drugs not derivative of existing substances--trace their research to National Institutes of Health (NIH) labs. The American government, it turns out, has been enormously successfully at stimulating scientific and technological advancement. But by 2009, just some months following the Great Recession--the US government, constrained by austerity measures, started disinvesting from its holdings in research fields like health, energy, electronics. The trend is likely to continue, and the repercussions of these policies could wreak havoc on our technology and science sectors. But Mazzucato remains optimistic. If managed correctly, state-sponsored development of Green technology, for instance, could be as efficacious as suburbanization & post-war reconstruction in the mid-twentieth century, and unleash a wide-spread golden age in the global economy. The limitations of natural resources and the threat of global warming could become the most powerful driver of growth, employment, and innovation within just one generation--but to
be successful, the Green Revolution will depend on the initiatives of proactive governments. By not admitting the State’s role in economic and technological progress, we are socializing only the risks of investing in innovation, while privatizing the rewards in the hands of only a few businesses. This, Mazzucato argues, hurts both future of innovation and equity in modern-day capitalism. For policy-makers, Silicon Valley start-up founders, venture-capitalists, and economists alike, *The Entrepreneurial State* stirs up much needed debate and offers up a brilliant corrective to spurious beliefs: to thrive, American businesses have always and will need to depend on the support of our country’s most audacious entrepreneur, the state.

How to get past the most common myths about creativity to design truly innovative strategies. We tend to think of creativity in terms reminiscent of the ancient muses: divinely-inspired, unpredictable, and bestowed upon a lucky few. But when our jobs challenge us to be creative on demand, we must develop novel, useful ideas that will keep our organizations competitive. The Myths of Creativity demystifies the processes that drive innovation. Based on the latest research into how creative individuals and firms succeed, David Burkus highlights the mistaken ideas that hold us back and shows us how anyone can embrace a practical approach, grounded in reality, to finding the best new ideas, projects, processes, and programs. Answers questions such as: What causes us to be creative in one moment and void in the next? What makes someone more or less creative than his or her peers? Where do our flashes of creative insight come from, and how can we generate more of them? Debunks 10 common myths, including: the Eureka Myth; the Lone Creator Myth; the Incentive Myth; and The Brainstorming Myth. Written by David Burkus, founder of popular leadership blog LDRLB. For anyone who struggles with creativity, or who makes excuses for delaying the work of innovation, The Myths of Creativity will help you overcome your obstacles to finding new ideas.

Companies, entrepreneurs, and complexity -- Capitalism and economic dynamism -- What is wrong - the map or the reality? -- Technology and income - are they decoupling? -- Jobs and technology -- Innovation famine rather than innovation feast -- 9 THE FUTURE AND HOW TO PREVENT IT -- From corporate globalism to global corporatism -- The continued rise of regulatory uncertainty -- The "silver tsunami" for cash -- Future imperfect -- Preventing the future -- NOTES -- REFERENCES -- INDEX

A noted journalist chronicles three years in the lives of a team of maverick software developers, led by Lotus 1-2-3 creator Mitch Kapor, intent on creating a revolutionary personal information manager to challenge Microsoft Outlook. Reprint. 30,000 first printing.

Many people think leadership is a higher calling that resides exclusively with a select few who practice and preach big, complex leadership philosophies. But as this practical book reveals, what’s most important for leadership is principled consistency. Time and again, small things done well build trust and respect within a team. Using stories from his time at Netscape, Apple, and Slack, Michael Lopp presents a series of small but compelling practices to help you build leadership skills. You’ll learn how to create teams that are highly productive, highly respected, and highly trusted. Lopp has been speaking and writing about this topic for over a decade and now maintains a Slack leadership channel with over 13,000 members. The essays in this book examine the practical skills Lopp learned from exceptional leaders— as a manager at Netscape, a senior manager and director at Apple, and an executive at Slack. You’ll learn how to apply these lessons to your own experience.
Surprising rules for successful monetization. Innovation is the most important driver of growth. Today, more than ever, companies need to innovate to survive. But successful innovation—measured in dollars and cents—is a very hard target to hit. Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them: 72% of innovations fail to meet their financial targets—or fail entirely. Many companies have come to accept that a high failure rate, and the billions of dollars lost annually, is just the cost of doing business. Monetizing Innovations argues that this is tragic, wasteful, and wrong. Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork. That happens when you put customer demand and willingness to pay in the driver seat—when you design the product around the price. It’s a new paradigm, and that opens the door to true game change: You can stop hoping to monetize, and start knowing that you will. The authors at Simon Kucher know what they’re talking about. As the world’s premier pricing and monetization consulting services company, with 800 professionals in 30 cities around the globe, they have helped clients ranging from massive pharmaceuticals to fast-growing startups find success. In Monetizing Innovation, they distil the lessons of thirty years and over 10,000 projects into a practical, nine-step approach. Whether you are a CEO, executive leadership, or part of the team responsible for innovation and new product development, this book is for you, with special sections and checklist-driven summaries to make monetizing innovation part of your company’s DNA. Illustrative case studies show how some of the world’s best innovative companies like LinkedIn, Uber, Porsche, Optimizely, Draeger, Swarovski and big pharmaceutical companies have used principles outlined in this book. A direct challenge to the status quo “spray and pray” style of innovation, Monetizing Innovation presents a practical approach that can be adopted by any organization, in any industry. Most monetizing innovation failure point home. Now more than ever, companies must rethink the practices that have lost countless billions of dollars. Monetizing Innovation presents a new way forward, and a clear promise: Go from hope to certainty.

A New York Times Bestseller. The leading thinker and most visible public advocate of modern monetary theory -- the freshest and most important idea about economics in decades -- delivers a radically different, bold, new understanding for how to build a just and prosperous society. Stephanie Kelton's brilliant exploration of modern monetary theory (MMT) dramatically changes our understanding of how we can best deal with crucial issues ranging from poverty and inequality to creating jobs, expanding health care coverage, climate change, and building resilient infrastructure. Any ambitious proposal, however, inevitably runs into the buzz saw of how to find the money to pay for it, rooted in myths about deficits that are hobbling us as a country. Kelton busts through the myths that prevent us from taking action: that the federal government should budget like a household, that deficits will harm the next generation, crowd out private investment, and undermine long-term growth, and that entitlements are propelling us toward a grave fiscal crisis. MMT, as Kelton shows, shifts the terrain from narrow budgetary questions to one of broader economic and social benefits. With its important new ways of understanding money, taxes, and the critical role of deficit spending, MMT redefines how to responsibly use our resources so that we can maximize our potential as a society. MMT gives us the power to imagine a new politics and a new economy and move from a narrative of scarcity to one of opportunity.

“Innovation” is the hottest buzzword in business. But what if our obsession with finding the next big thing has distracted us from the work that matters most? “The most important book I’ve read in a long time... It explains so much about what is wrong with our technology, our economy, and the world, and gives a simple recipe for how to fix it: Focus on understanding what it takes for your products and services to last.”—Tim
O'Reilly, founder of O'Reilly Media It's hard to avoid innovation these days. Nearly every product gets marketed as being disruptive, whether it's genuinely a new invention or just a new toothbrush. But in this manifesto on the state of American work, historians of technology Lee Vinsel and Andrew L. Russell argue that our way of thinking about and pursuing innovation has made us poorer, less safe, and—ironically—less innovative.

Drawing on years of original research and reporting, The Innovation Delusion shows how the ideology of change for its own sake has proved a disaster. Corporations have spent millions hiring chief innovation officers while their core businesses tank. Computer science programs have drilled their students on programming and design, even though the overwhelming majority of jobs are in IT and maintenance. In countless cities, suburban sprawl has left local governments with loads of deferred repairs that they can't afford to fix. And sometimes innovation even kills—like in 2018 when a Miami bridge hailed for its innovative design collapsed onto a highway and killed six people. In this provocative, deeply researched book, Vinsel and Russell tell the story of how we devalued the work that underpins modern life—and, in doing so, wrecked our economy and public infrastructure while lining the pockets of consultants who combine the ego of Silicon Valley with the worst of Wall Street's greed. The authors offer a compelling plan for how we can shift our focus away from the pursuit of growth at all costs, and back toward neglected activities like maintenance, care, and upkeep. For anyone concerned by the crumbling state of our roads and bridges or the direction our economy is headed, The Innovation Delusion is a deeply necessary reevaluation of a trend we can still disrupt.

Profitable innovation doesn't just happen. It must be managed, measured, and properly executed, and few companies know how to accomplish this effectively. Making Innovation Work presents a formal innovation process proven to work at HP, Microsoft and Toyota, to help ordinary managers drive top and bottom line growth from innovation. The authors have drawn on their unsurpassed innovation consulting experience—as well as the most thorough review of innovation research ever performed. They'll show what works, what doesn't, and how to use management tools to dramatically increase the payoff from innovation investments. Learn how to define the right strategy for effective innovation; how to structure an organization to innovate best; how to implement management systems to assess ongoing innovation; how to incentivize teams to deliver, and much more. This book offers the first authoritative guide to using metrics at every step of the innovation process—from idea creation and selection through prototyping and commercialization. This updated edition refreshes the examples used throughout the book and features a new introduction that gives currency to the principles covered throughout.

There isn't a business that doesn't want to be more creative in its thinking, products and processes. In The Art of Innovation, Tom Kelley, partner at the Silicon Valley-based firm IDEO, developer of hundreds of innovative products from the first commercial mouse to virtual reality headsets and the Palm hand-held, takes readers behind the scenes of this wildly imaginative company to reveal the strategies and secrets it uses to turn out hit after hit. Kelley shows how teams: - Research and immerse themselves in every possible aspect of a new product or service - Examine each product from the perspective of clients, consumers and other critical audiences - Brainstorm best when they are focussed, being physical and having fun The Art of Innovation will provide business leaders with the insights and tools they need to make their companies the leading-edge top-rated stars of their industries.

Map the innovation space—and blaze a path to profits and growth Countless books, articles, and other advice promise leaders solutions to the
complex challenges they face. Some offer quick, silver-bullet remedies—a straight line to success!—and some are so technical that readers get lost before they begin. Now, there’s Mapping Innovation, a refreshing alternative in the crowded business innovation space. Engaging and informative without sacrificing substance and expertise, this groundbreaking guide provides thorough background on some of the greatest innovations of the past century as well as. It details the processes that advanced them from inception to world-changing products—and shows you how to replicate their success. Business innovation expert Greg Satell helps you find your way by revealing the four models of innovation: Basic Research, Breakthrough Innovation, Sustaining Innovation, and Disruptive Innovation. One size does not fit all, so he provides a framework—the Innovation Matrix—for discovering which “type” of innovation process best suits the problem you need to solve. It’s about asking the right questions, so that you can apply the right strategies to the problems you need to solve. In the end, you’ll have a crystal clear model for disrupting the marketplace, scaling your efforts to propel your enterprise forward, and leverage digital platforms to your advantage. Mapping Innovation offers a simple and accessible but powerful approach to developing a strategy that will put you light years ahead of the competition!.


* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover the real drivers of innovation, beyond myths and preconceived ideas. You will also discover that: creativity is not a gift from heaven, but is worked on daily; a brilliant idea doesn’t happen in a day; every invention is based on a multitude of influences; progress is not a linear advance, but a complex and chaotic process; the fear of change makes it very difficult to impose new ideas. Innovation is one of the most popular concepts today. But your vision of it is based on many preconceived ideas. Not content to deceive you, they can become a brake by masking the hard work that is essential to any innovative project. Creation is not a magical process. Discover its springs to tackle tomorrow’s challenges with determination. *Buy now the summary of this book for the modest price of a cup of coffee!*

Everything you think you know about Nikola Tesla is wrong. Nikola Tesla was one of the greatest electrical inventors who ever lived. For years, the engineering genius was relegated to relative obscurity, his contributions to humanity (we are told) obscured by a number of nineteenth-century inventors and industrialists who took credit for his work or stole his patents outright. In recent years, the historical record has been "corrected" and Tesla has been restored to his rightful place among historical luminaries like Thomas Edison, George Westinghouse, and Gugliemo Marconi. Most biographies repeat the familiar account of Tesla's life, including his invention of alternating current, his falling out with Edison, how he lost billions in patent royalties to Westinghouse, and his fight to prove that Marconi stole 13 of his patents to "invent" radio. But, what really happened? Consider this: Everything you think you know about Nikola Tesla is wrong. Newly uncovered information proves that the popular account of Tesla's life is itself very flawed. In The Truth About Tesla, Christopher Cooper sets out to prove that the conventional story not only oversimplifies history, it denies credit to some of the true inventors behind many of the groundbreaking technologies now attributed to Tesla and perpetuates a misunderstanding about the process of innovation itself. Are you positive that Alexander Graham Bell invented the telephone? Are you sure the Wright Brothers were the first in flight? Think again! With a provocative foreward by Tesla biographer Marc J. Seifer, The Truth
About Tesla is one of the first books to set the record straight, tracing the origin of some of the greatest electrical inventions to a coterie of colorful characters that conventional history has all but forgotten.

How do we know if a hot new technology will succeed or fail? Most of us, even experts, get it wrong all the time. We depend more than we realize on wishful thinking and romanticized ideas of history. In the new paperback edition of this fascinating book, a book that has appeared on MSNBC, CNBC, Slashdot.org, Lifehacker.com and in The New York Times, bestselling author Scott Berkun pulls the best lessons from the history of innovation, including the recent software and web age, to reveal powerful and surprising truths about how ideas become successful innovations -- truths people can easily apply to the challenges of today. Through his entertaining and insightful explanations of the inherent patterns in how Einstein’s discovered E=mc2 or Tim Berner Lee’s developed the idea of the world wide web, you will see how to develop existing knowledge into new innovations. Each entertaining chapter centers on breaking apart a powerful myth, popular in the business world despite it's lack of substance. Through Berkun's extensive research into the truth about innovations in technology, business and science, you'll learn lessons from the expensive failures and dramatic successes of innovations past, and understand how innovators achieved what they did -- and what you need to do to be an innovator yourself. You'll discover: Why problems are more important than solutions. How the good innovation is the enemy of the great. Why children are more creative than your co-workers. Why epiphanies and breakthroughs always take time. How all stories of innovations are distorted by the history effect. How to overcome people's resistance to new ideas. Why the best idea doesn’t often win. The paperback edition includes four new chapters, focused on applying the lessons from the original book, and helping you develop your skills in creative thinking, pitching ideas, and staying motivated. "For centuries before Google, MIT, and IDEO, modern hotbeds of innovation, we struggled to explain any kind of creation, from the universe itself to the multitudes of ideas around us. While we can make atomic bombs, and dry-clean silk ties, we still don't have satisfying answers for simple questions like: Where do songs come from? Are there an infinite variety of possible kinds of cheese? How did Shakespeare and Stephen King invent so much, while we're satisfied watching sitcom reruns? Our popular answers have been unconvincing, enabling misleading, fantasy-laden myths to grow strong." -- Scott Berkun, from the text "Berkun sets us free to change the world." -- Guy Kawasaki, author of Art of the Start. Scott was a manager at Microsoft from 1994-2003, on projects including v1-5 (not 6) of Internet Explorer. He is the author of three bestselling books, Making Things Happen, The Myths of Innovation and Confessions of a Public Speaker. He works full time as a writer and speaker, and his work has appeared in The New York Times, Forbes magazine, The Economist, The Washington Post, Wired magazine, National Public Radio and other media. He regularly contributes to Harvard Business Review and Bloomberg Businessweek, has taught creative thinking at the University of Washington, and has appeared as an innovation and management expert on MSNBC and on CNBC. He writes frequently on innovation and creative thinking at his blog: scottberkun.com and tweets at @berkun.

Innovation principles to bring about meaningful and sustainable growth in your 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 and determined ten 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, 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 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 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 and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

Are innovation and creativity helped or hindered by our intellectual property laws? In the two hundred plus years since the Constitution enshrined protections for those who create and innovate, we're still debating the merits of IP laws and whether or not they actually work as intended. Artists, scientists, businesses, and the lawyers who serve them, as well as the Americans who benefit from their creations all still wonder: what facilitates innovation and creativity in our digital age? And what role, if any, do our intellectual property laws play in the growth of innovation and creativity in the United States? Incentivizing the "progress of science and the useful arts" has been the goal of intellectual property law since our constitutional beginnings. The Eureka Myth cuts through the current debates and goes straight to the source: the artists and innovators themselves. Silbey makes sense of the intersections between intellectual property law and creative and innovative activity by centering on the stories told by artists, scientists, their employers, lawyers and managers, describing how and why they create and innovate and whether or how IP law plays a role in their activities. Their employers, business partners, managers, and lawyers also describe their role in facilitating the creative and innovative work. Silbey's connections and distinctions made between the stories and statutes serve to inform present and future innovative and creative communities. Breaking new ground in its examination of the U.S. economy and cultural identity, The Eureka Myth draws out new and surprising conclusions about the sometimes misinterpreted relationships between creativity and intellectual property protections.

Named one of the best books of 2013 by the 'Financial Times', 'Huffington Post' and 'Forbes', this debate-shifting book debunks the myth of the State as a static bureaucratic organization only needed to 'fix' market failures, leaving dynamic entrepreneurship and innovation to the private sector. Case studies ranging from the innovations that make the iPhone so 'smart' to the current developments in clean technology reveal the reality, whereby the private sector only invests after the entrepreneurial State has made the bold, high-risk investments.

Why does modern life revolve around objectives? From how science is funded, to improving how children are educated -- and nearly everything in-between -- our society has become obsessed with a seductive illusion: that greatness results from doggedly measuring improvement in the relentless pursuit of an ambitious goal. In Why Greatness Cannot Be Planned, Stanley and Lehman begin with a surprising scientific discovery in artificial intelligence that leads ultimately to the conclusion that the objective obsession has gone too far. They make the case that great achievement can't be bottled up into mechanical metrics; that innovation is not driven by narrowly focused heroic effort; and that we would be wiser (and the outcomes better) if instead we whole-heartedly embraced serendipitous discovery and playful creativity. Controversial at its heart, yet refreshingly provocative, this book challenges readers to consider life without a destination and discovery without a compass.

WINNER: CMI Management Book of the Year 2019 - Aspiring Leaders Category. The best leaders are born, not made. The best leaders are always in control. The best leaders are those with the highest IQs. But are they really? The thinking surrounding what makes the greatest leaders is
increasingly muddled by stereotypes, snake oil promises and pseudo-science. The best leaders rely on fact, not fads. Myths of Leadership blasts away the fluff and confronts false legends head on. Jo Owen uses the most credible research to analyze each myth, using international business case studies, leadership theory and insightful interviews, to uncover the truth. This is a compelling and practical examination of the most pervasive misconceptions about leadership that will help you elevate your own leadership abilities, better inspire your team and empower your organization by thinking differently. Entertaining but evidence-based, Myths of Leadership throws out the management jargon and skewers over-hyped leadership trends to bring you the best practical tips you need to become a better leader.

Business consultants everywhere preach the benefits of innovation— and promise to help businesses reap them. A trendy industry, this type of consulting generates courses, workshops, books, and conferences that all claim to hold the secrets of success. But what promises does the notion of innovation entail? What is it about the ideology and practice of business innovation that has made these firms so successful at selling their services to everyone from small start-ups to Fortune 500 companies? And most important, what does business innovation actually mean for work and our economy today? In Creativity on Demand, cultural anthropologist Eitan Wilf seeks to answer these questions by returning to the fundamental and pervasive expectation of continual innovation. Wilf focuses a keen eye on how our obsession with ceaseless innovation stems from the long-standing value of acceleration in capitalist society. Based on ethnographic work with innovation consultants in the United States, he reveals, among other surprises, how routine the culture of innovation actually is. Procedures and strategies are repeated in a formulaic way, and imagination is harnessed as a new professional ethos, not always to generate genuinely new thinking, but to produce predictable signs of continual change. A masterful look at the contradictions of our capitalist age, Creativity on Demand is a model for the anthropological study of our cultures of work.

Futurists are certain that humanlike AI is on the horizon, but in fact engineers have no idea how to program human reasoning. AI reasons from statistical correlations across data sets, while common sense is based heavily on conjecture. Erik Larson argues that hyping existing methods will only hold us back from developing truly humanlike AI.

How companies can adapt in an era of continuous disruption: a guide to responding to such acute crises as COVID-19. When COVID-19 hit, businesses had to respond almost instantaneously—shifting employees to remote work, repairing broken supply chains, keeping pace with dramatically fluctuating customer demand. They were forced to adapt to a confluence of multiple disruptions inextricably linked to a longer-term, ongoing digital disruption. This book shows that companies that use disruption as an opportunity for innovation emerge from it stronger. Companies that merely attempt to "weather the storm" until things go back to normal (or the next normal), on the other hand, miss an opportunity to thrive. The authors, all experts on business and technology strategy, show that transformation is not a one-and-done event, but a continuous process of adapting to a volatile and uncertain environment. Drawing on five years of research into digital disruption—including a series of interviews with business leaders conducted during the COVID-19 crisis--they offer a framework for understanding disruption and tools for navigating it. They outline the leadership traits, business principles, technological infrastructure, and organizational building blocks essential for adapting to disruption, with examples from real-world organizations. Technology, they remind readers, is not an end in itself, but enables the capabilities essential for surviving an uncertain future: nimbleness, scalability, stability, and optionality.
A behind-the-scenes look at the firm behind WordPress.com and the unique work culture that contributes to its phenomenal success 50 million websites, or twenty percent of the entire web, use WordPress software. The force behind WordPress.com is a convention-defying company called Automattic, Inc., whose 120 employees work from anywhere in the world they wish, barely use email, and launch improvements to their products dozens of times a day. With a fraction of the resources of Google, Amazon, or Facebook, they have a similar impact on the future of the Internet. How is this possible? What's different about how they work, and what can other companies learn from their methods? To find out, former Microsoft veteran Scott Berkun worked as a manager at WordPress.com, leading a team of young programmers developing new ideas. The Year Without Pants shares the secrets of WordPress.com's phenomenal success from the inside. Berkun's story reveals insights on creativity, productivity, and leadership from the kind of workplace that might be in everyone's future. Offers a fast-paced and entertaining insider's account of how an amazing, powerful organization achieves impressive results Includes vital lessons about work culture and managing creativity Written by author and popular blogger Scott Berkun (scottberkun.com) The Year Without Pants shares what every organization can learn from the world-changing ideas for the future of work at the heart of Automattic's success.

This text explores classic works such as the Song of Songs to reveal the cultural energies that ancient mythmakers sought to corral in their creations. Leeming suggests that myth and factual knowledge do not negate, but complement each other.

Offers a collection of essays on philosophies and strategies for defining, leading, and managing projects. This book explains to technical and non-technical readers alike what it takes to get through a large software or web development project. It does not cite specific methods, but focuses on philosophy and strategy.