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Nota di contenuto	The Science of Serendipity; Contents; Introduction; From Big to Small to Big; About Serendipity; Don't Think Too Hard, Don't Talk Too Much, Just Try It; 1 The Protagonist; 'Captain One Minute, Pirate the Next'; 2 The Quest for Provocation; Stuck in a Rut; The Answer: Under Your Nose?; Be Bold; The Life Beyond; Go to the Margins; The Many Lenses of Provocation; The Prepared Mind; Provoked. What Next?; 3 Making Ideas Real; Make It Real: At the Birth of an Idea; Make It Real: Co-Creation Makes Momentum; Make It Real: Powering Prototypes and Validating Ideas; Make It Real: Steel in Your Backbone Making It Real: Before and After LaunchWhat It Really Takes to Get Real; 4 Collision Course; Forcing Collision; Creating Clutter; Fighting for Flexibility; 5 Battling the Corporate Machine; Setting Innovation Up For Success; Love Thy Product; Headspace; Leadership Models; The Grapevine; Making Metrics Meaningful; Winning Over the Naysayers; A Call to Arms; Thanks; Sources; Index; About Matt Kingdon
Sommario/riassunto	Innovation. The word might make you think of Silicon Valley. But innovation isn't the sole province of start-ups. They didn't invent it, and they're not always the ones from which we can best learn. As Matt

Kingdon argues in *The Science of Serendipity*, it's corporate innovators battling within large, established organisations who are the field's real heroes. Tapping into 20 years of experience on the front lines of innovation-bringing new products and services to market and helping organisations become more creative-Kingdon dissects the ways in which corporation
