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Chapter 12: The Dreaded Look Inside; Chapter 13: Disturbance in the Force; Bringing It Home; Chapter 14: Hear Me Out; The Other Side of the Coin (Practicing What We Preach)  
Part 4: Paving a Creative PathwayChapter 15: No Escape Clause; Chapter 16: Got Rhythm?; Chapter 17: Don't Just Add; Multiply; A Wandering Generality; The Bad News . . .; Discovering the Power of Focus; Chapter 18: I Can See It!; More Than Digital; Chapter 19: Press Pause; Your Life Needs Space as Well; Emergency Room Counseling; Putting on the Breaks!; Part 5: Elements for Idea Making 1; Chapter 20: The Art of Evolution; Chapter 21: DNA or R&D?; Chapter 22: Risk (Overrated!); Chapter 23: The Miracle of Writing and Waiting; Chapter 24: Think Multiple, Not Perfect; Spaghetti Sauce Lessons  
Part 6: Elements for Idea Making 2Chapter 25: Simple; Chapter 26: Quality, Quality, Quality; Chapter 27: The F Word; Chapter 28: Under Pressure; Chapter 29: Dealing with Setbacks; Changing the World through Shoes; Chapter 30: Beat the Tribal Drum; Part 7: The Work of Collaboration; Chapter 31: Myths; Myth 1: Collaboration Just Happens on Its Own; Myth 2: Collaboration Is Intuitive for Everyone; Myth 3: Collaboration Is an Act of Lightening the Workload; Myth 4: Collaboration Is a One-Size-Fits-All Endeavor; Myth 5: Collaboration Is about Finding the Right Technological Tools  
Chapter 32: Human: The X FactorChapter 33: I Need It!; An Organization Created in Collaboration; Chapter 34: Do You Trust Me?; Chapter 35: Fight Club; Chapter 36: The Hire; Part 8 Getting Out There!; Chapter 37: Why Brand Matters; A Practical Guide to Branding; Chapter 38: A Personal Brand?; Accidental Lessons about Personal Branding; Chapter 39: The Pitch; An Idea Worth Sharing; Chapter 40: Life in a Digital Age; Conclusion; A Note about Failure; Recommendations for Further Reading; About the Author; Index

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## Sommario/riassunto

Proven pathways for taking ideas to implementation We all have ideas-things we want to do or create-but only some of us will do what it takes to see those ideas come to pass. In Good Idea. Now What? readers will discover some of the essential values and principles that guide successful idea-makers, including the leveraging of mixed environments for creativity, working through resistance and setbacks, developing a practical plan for implementation that works, navigating collaborative opportunities, and communicating your idea to make it truly remarkable. Whether you're just a

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