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Else Could We Do with This?; Leveraging Resources from Others; Lessons to Take Away; Innovating from the Customer Backward; Do Customers Really Know What They Want?; What's Wrong with It?; Understanding Particular Customer Groups; Innovating for Local Needs and Tastes; Matching What Is Possible with What Is Needed; Lessons to Take Away; Part Four: How Big Ideas are Built  
The Archimedes Principle Rethinking the Universe; 8 Steps to Building a Breakthrough; Inventing the 20th Century; Unpacking the Creative Process; "Say Good Bye to the Bag"; Different Routes to Big Ideas; Lessons to Take Away; What Exactly Is an Insight?; Do Insights Come from Breakthrough Thinking? Or Does Breakthrough Thinking Come from Insights?; A Practical Definition of Insights; Understanding Ideation; Stepping Stones for Creative Thinking; Improving Your Capacity for Radical Innovation; How Powerful Are Your Insights?; Working with the Four Lenses; Lessons to Take Away; Notes  
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Sommario/riassunto

**ROWAN GIBSON** is widely recognized around the globe as a thought leader on business innovation. Labeled by the media as "the Innovation Grandmaster," Gibson provides some of the world's most successful organizations with services and tools to help them deepen their innovation capabilities. He is also the cofounder of InnovationExcellence.com, which is now the most popular innovation website on the Internet.

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