

1. Record Nr.	UNINA9910808382403321
Autore	Gibson Rowan
Titolo	The 4 lenses of innovation : a power tool for creative thinking // Rowan Gibson ; design by Adriana Matallana
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2015 ©2015
ISBN	1-119-20945-5 1-118-94730-4
Descrizione fisica	1 online resource (303 p.)
Disciplina	658.4063
Soggetti	Organizational change Creative ability in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface; Acknowledgments; Introduction; Part One: The Mind of the Innovator; The Elusive Source of Creative Genius; Challenging Orthodoxies; Harnessing Trends; Leveraging Resources; Understanding Needs; The Four Lenses of Innovation; Time for an Innovation Renaissance; Lessons to Take Away; Part Two: The Power of Patterns; Seeing Things from a Fresh Perspective; What's wrong with Our Brains?; The Pattern-Recognition Principle; Why We Stop Noticing; The Pattern of the Crowd; Resistance to Change; Patterns and Innovation; Sharpening Our Perceptive Powers A Power Tool for Creative Thinking Lessons to Take Away; Part Three: Looking Through the Four Lenses; "Here's to the Crazy Ones"; What Exactly Is an Orthodoxy?; Meet the Challengers; On a Path of Disruption; Innovation Means Shifting Assumptions; Ready to Rethink Everything?; Lessons to Take Away; Seeing the Future in the Present; A Global "Change Bomb"; The Race for Tomorrow; Learning to Ride the Waves; Meet the Trend Surfers; The Man from the Future; Fast-Forward Companies; It's Happening Now!; The Next Big Thing for Your Business; Lessons to Take Away; Repurpose, Redeploy, & Recombine How would You Define Google? Leveraging Resources in New Ways; Extending the Boundaries of the Business; Stretching into New Spaces; Unlimited Potential for Growth; Exploiting Underutilized Assets; What

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 PrincipleRethinking 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
Image CreditsIndex; About the Author; EULA

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.
