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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

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