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Nota di contenuto	Good Idea. Now What?: How to Move Ideas to Execution; Contents; Preface: Born into a Legacy of Idea Makers; Acknowledgments; Introduction: Idea Lovers versus Idea Makers; Who Is This Book For?; How Does This Book Work?; The Business of Good Ideas; A Conversation over Coffee; Part 1: Where Do Good Ideas Come From?; Chapter 1: Strategy or Chance?; Chapter 2: Ideas in the Midst; Wisdom from the Streets; Spatial Distance?; Chapter 3: My Need for Need; Chapter 4: Medici Changed My Life; The Medici Tweet?; Chapter 5: Don't Settle for Good; Part 2: Life after Inspiration Chapter 6: Addicted to Inspiration Chapter 7: What Plan?; Passion Unrealized; Chapter 8: Dig a Little Deeper; The Dreaded Business Plan; Wisdom from Wade; A Few Questions for Idea Makers; Chapter 9: Ideas Don't Work; You Do!; Bootstrapping for Project 7; Become a Bootstrapper!; Chapter 10: Choose Family; Part 3: Overcoming Creative Resistance; Chapter 11: Wipe Your Nos and Buts; A Prehistoric Brain; 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)  
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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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