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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)

Part 4: Paving a Creative Pathway Chapter 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 2 Chapter 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 Factor Chapter 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

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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Autore	Guido, Cosimo
Titolo	Dispersione scolastica : proposte culturali e itinerari didattici per il recupero / a cura di Cosimo Guido ; contributi di Filippo Ciampolini ... [et al.]
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