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Here are some key lessons: 1) Go out and watch people. Don't expect them to be able to tell you what you need to know. Don't rely on focus groups. 2) Pay particular attention to the things that bug you or customers in a situation. Michael's observation on the coffee cup at our last meeting is a good example. 3)

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There are no dumb or naive questions.

Reading The Art of Innovation - Chapters 1 through 15 ...

But The Art of Innovation really teaches indirectly (not to mention enlightens and entertains) by telling great stories--mainly, of how the best ideas for creating or improving products or processes come not from laboriously organized focus groups, but from keen observations of how regular people work and play on a daily basis. On nearly every page, we learn the backstories of some now-well-established consumer goods, from recent inventions like the Palm Pilot and the in-car beverage holder ...

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The Art of Innovation. In The Art of Innovation, Tom Kelley, partner at IDEO, takes readers behind the scenes of this wildly imaginative and energized company to reveal the strategies and secrets it uses to turn out hit after hit. IDEO doesn't buy into the myth of the lone genius working away in isolation, waiting for great ideas to strike. Kelley believes everyone can be creative, and the goal at his firm is to tap into that wellspring of creativity in order to make innovation a way of life.

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The Art of Innovation provides detailed, actionable ideas about how to build an innovative culture and an organization that makes creativity seem routine. Its well-placed emphasis on management practices makes it a great read for anyone in any organization who wants to get better at what they do."

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There isn't a business that doesn't want to be more creative in its thinking, products and processes. In The Art of Innovation, Tom Kelley, partner at the Silicon Valley-based firm IDEO, developer...

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The Art of Innovation provides detailed, actionable ideas about how to build an innovative culture and an organization that makes creativity seem routine. Its well-placed emphasis on management practices makes it a great read for anyone in any organization who wants to get better at what they do."

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If you're trying to create product lust, The Art of Innovation shows you how to do it (Bruce Nussbaum BusinessWeek) Book Description An updated reissue of this inspiring guide to managing creativity in business from the ex-general manager of IDEO, one of the most innovative design companies in the world.

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The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm By Tom Kelley with Jonathon Littman. Innovation in a Team Environment. Karl A. Smith. Engineering Education - Purdue University. Technological Leadership Institute/ STEM Education Center/ Civil Engineering - University

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Tom Kelley, Nick Podehl (Narrator), Jonathan Littman - contributor, Tom Peters - foreword, "The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm" English | ASIN: B01B89J6OM | 2016 | MP3@32 kbps | ~08:56:00 | 127 MB IDEO, the widely admired, award-winning design...

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