



Creative Confidence

Open Innovation

Make to Know: From Spaces of Uncertainty to Creative Discovery

Big Little Breakthroughs

*In Change by Design, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. Change by Design is not a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.*

*Argues that the "lean and mean" corporate model of workaholicism and downsizing is proving counterproductive, explaining how companies can implement downtime, promote flexibility, and foster creativity as part of realizing increased revenues. Reprint.*

*In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You'll have fun while you learn: Where ideas come from The true history of history Why most people don't like ideas How great managers make ideas thrive The importance of problem finding The simple plan (new for paperback) Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas. "Sets us free to try and change the world."--Guy Kawasaki, Author of Art of The Start "Small, simple, powerful; an innovative book about innovation."--Don Norman, author of Design of Everyday Things "Insightful, inspiring, evocative, and just plain fun to read. It's totally great."--John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC) "Methodically and entertainingly dismantling the cliches that surround the process of innovation."--Scott Rosenberg, author of Dreaming in Code; cofounder of Salon.com "Will inspire you to come up with breakthrough ideas of your own."--Alan Cooper, Father of Visual Basic and author of The Inmates are Running the Asylum "Brimming with insights and historical examples, Berkun's book not only debunks widely held myths about innovation, it also points the ways toward making your new ideas stick."--Tom Kelley, GM, IDEO; author of The Ten Faces of Innovation*

*Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement*

*SUMMARY - The Ten Faces Of Innovation: IDEO's Strategies For Beating The Devil's Advocate And Driving Creativity Throughout Your Organization By Tom Kelley And Jonathan Littman*

*Six Thinking Hats*

*Unleashing the Creative Potential Within Us All*

*Citizen Science*

*Ten Rules for Strategic Innovators*

*How Small, Everyday Innovations Drive Oversized Results*

*How Makers, Visionaries and Outsiders Succeed*