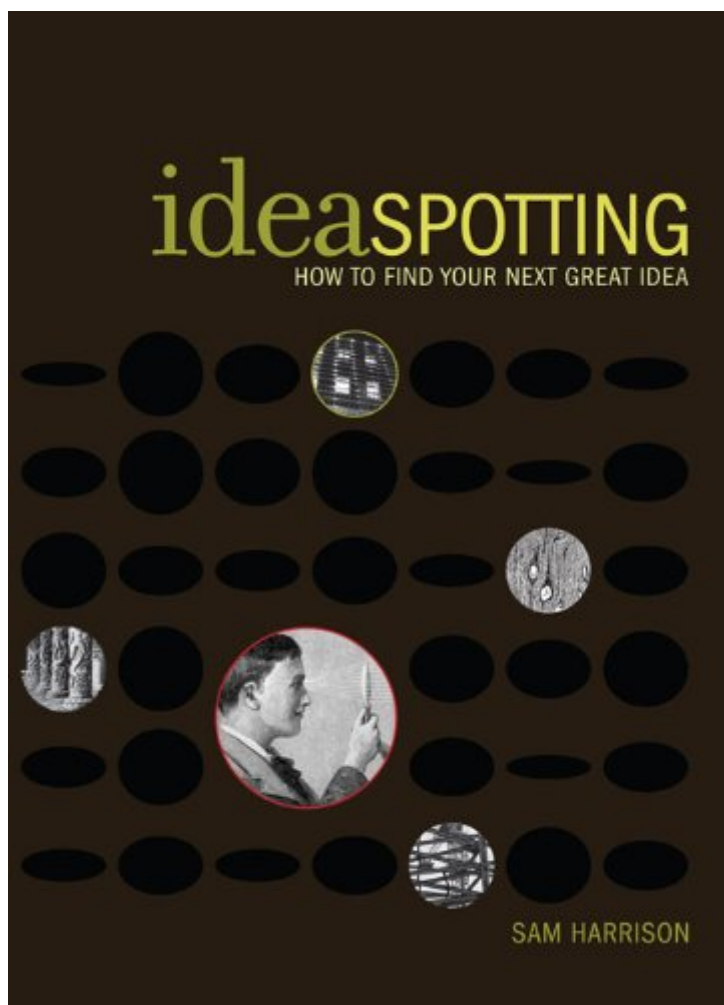


The book was found

IdeaSpotting: How To Find Your Next Great Idea



Synopsis

Positioning ideas as the fuel of business success and personal fulfillment, this indispensable resource helps readers find creative fuel by helping them discover insights and develop habits that lead to more and better ideas. Written in a punchy style with easily digestible single-page messages, the book inspires creativity simply through the way it looks and feels, but it is also packed with stories, interviews, quotes, tips, exercises, and real-world examples that show readers how to think outside the box "and then throw away the box." With an emphasis on listening and learning, the book demonstrates the importance of stepping outside of daily ruts and showcases the value of exploration through local and long-distance travel. Additional skills covered include the finding of ideas in nature, learning from one's mistakes, digging beneath the surface, and thinking more positively.

Book Information

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Customer Reviews

Here's the skinny...This book is by far the easiest of all idea books to read, most relevant, most thorough, but potentially most dangerous. Before I make a couple critiques, don't let what I'm about to say dissuade you from buying this gem, these are just caveats and the book is still a deal!Page

25 - Alcan/CocaCola and Ethnography: When I read this I thought, "Great, I'll use ethnography to solve my innovation problems." Being the information pig that I am I checked this "idea" out with a professional, a doctor of Anthropology at the local university. We had a 30 minute chat and I came away with the thought "Alcan doesn't have a clue what they are talking about." What was described on page 25 was single variable observation, not ethnography. In fact, single variable observation has lead to problem after problem for marketers, Dr. "C" gave me these examples, 1) 'Got Milk?' when marketed towards the Hispanic population translated into "Are you Lactating?" 2) McDonald's in parts of China had Ronald McDonald march in a parade, this was analogous to having the grim reaper march in the Santa Clause parade. 3) Chevy Nova in Mexico - we all know that one. And he gave me many other examples of major blunders that were directly attributed to single variable observation. Page 47 - Hasbro and the "Alpha Pups": This is an excellent example of a major short coming with this book - there is no depth. The book summed up a major research and development initiative in a hundred or so words. I chose the two examples because they are familiar ground for me. If you want to know how well a book is written analyze what was said against what you know. If there are faults then there are probably faults with the other sections.

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