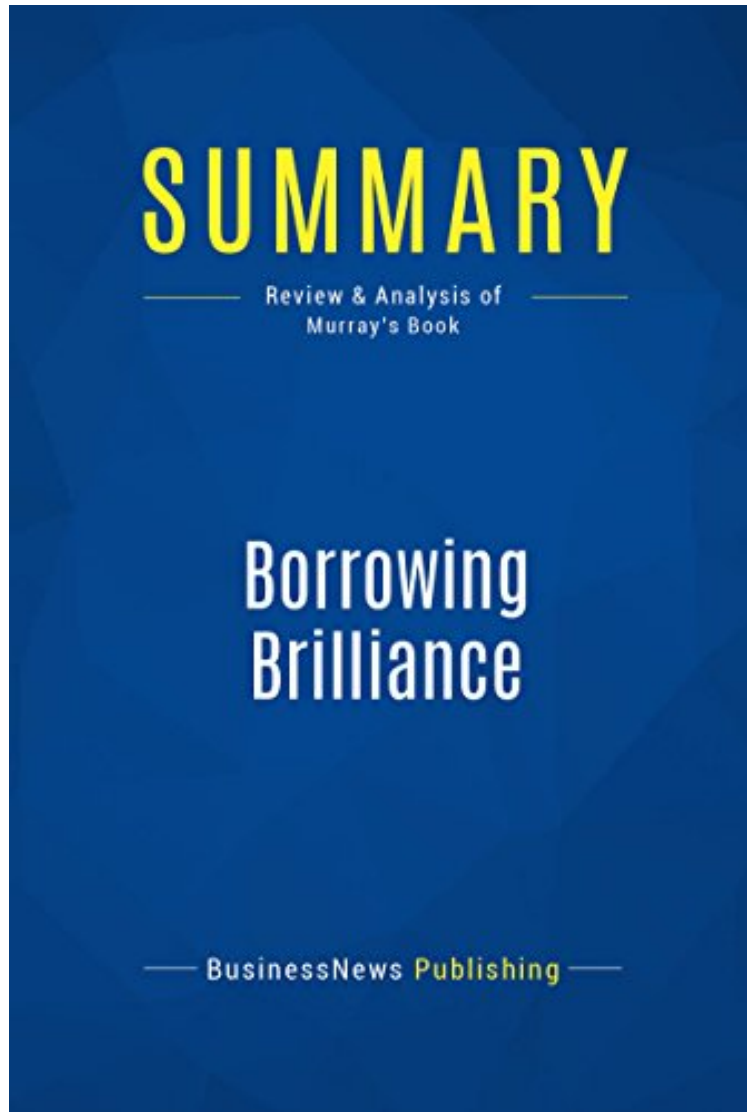


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The must-read summary of David Kord Murray's book: "Borrowing Brilliance: The Six Steps to Business Innovation

by Building on the Ideas of Others". This complete summary of the ideas from David Kord Murray's book "Borrowing Brilliance" shows that that new ideas are always constructed out of existing ideas. What appears to be genuinely original ideas always combine snippets of one idea with parts of another to come up with something which has never before been combined in that way. To be specific, when you look at the creative process from a big picture perspective, you'll always find the genesis of any new idea comes through a six-step process. By working through this six-step process, you come up with something new which combines aspects or elements of old and established ideas into a different mix.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Borrowing Brilliance" and discover where to borrow the materials from and how to put them together and determine your creative ability.