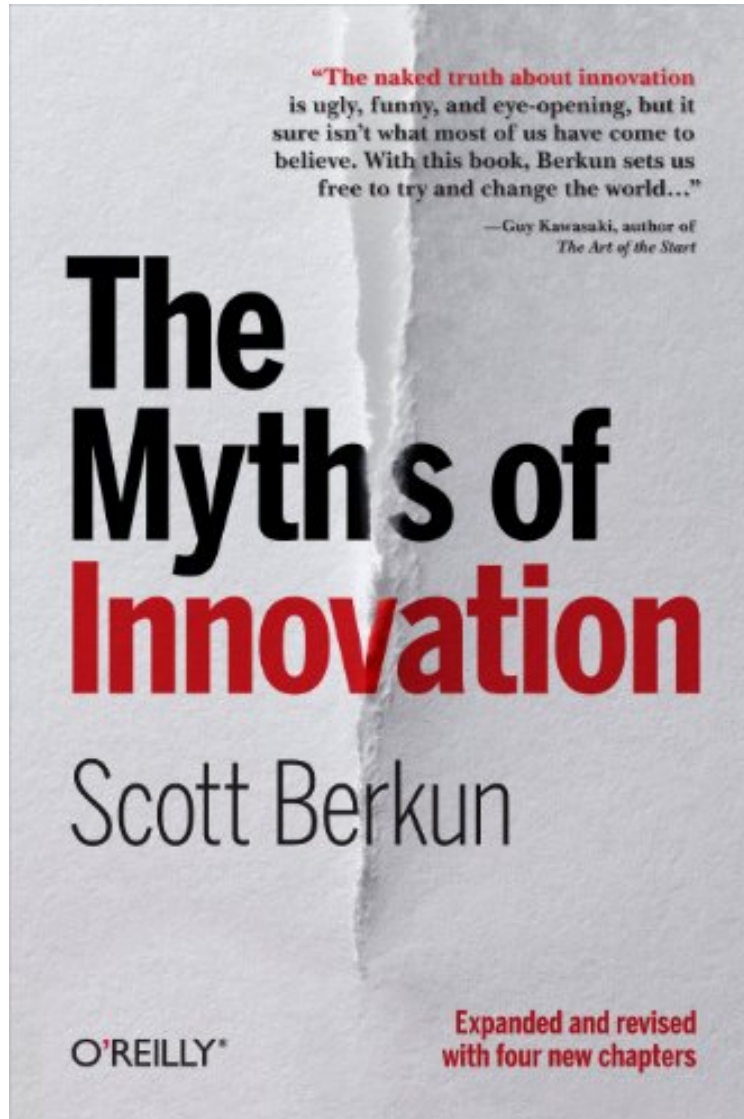


The Myths of Innovation

Scott Berkun

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Scott Berkun : The Myths of Innovation before purchasing it in order to gage whether or not it would be worth my time, and all praised The Myths of Innovation:

2 of 2 people found the following review helpful. The concepts are good and the theories are soundsBy The Blaque FlagThe concepts are good and the theories are sound, but Scott really likes to hear himself talk. He could have said the same things in 1/3 less pages.Update: 12/30/16After finishing the book I'm going from 3 to 4 stars. I still think the ideas in this book are vital for any creative person to know. It is worth your money. But it might not be worth your time. Read on.I came across Scott's work after stumbling over a few articles he wrote while still at MS. They are

buried deep in MS website somewhere. I liked his articles and so decided to buy one of his books. If there is one thing I've learned by reading *The Myths of Innovation*, it's that you do the reader a disservice by having too many parenthetical statements and pointless footnotes. Stop interrupting the user's flow! Only interrupt when the information absolutely needs to be said. The things I'm talking about are the injected humor that usually takes way too long to deliver. Scott would be wise to remember: "Brevity is the soul of wit." -Bill Shakespeare. It just draws the reader out too much. Some of his jokes hit home for a small internal chuckle, but for the most part the humor is just way too forced. I assume the attempt was to make the book engaging, but for me it did the opposite effect. I quickly became tired of constantly being drawn out of the flow of the copy. Therefore it took me several months off again on again reading sessions to finish this book. I loved the ideas being shared, but the delivery was a labor! Just too much being said. Apply the same concepts of UX to your writing as you would your products. Don't interrupt the flow.

0 of 0 people found the following review helpful. *Your First Book on Innovation* By Noah Fang It's always a good time to read it if you haven't already. The book should be the first book on innovation because it helps you establish the proper attitude toward the concept of innovation. And the book should always be on your bookshelf because it's the perfect reminder that keeps you from the traps and misconceptions of whatever books, seminars, innovation experts, consultants tell you about innovation. Innovation is not something you can buy like buying the services of an ad agency; it's also not something you can create or build like creating a plan or building a house. Arguably, innovation can't even be managed (in its traditional sense as "management"; in business). Innovation can only be articulated, facilitated, and afforded. Because innovation is the result of a certain kind of culture, along with the effort of many open minds. Innovation is the by-product of creative exploration. It can be analyzed. But it's also an art. *The Myths of Innovation* clears up all the clouds around the hype. And in the end, the love you take is equal to the love you make. Only open minds, open cultures, and hard work can bring about something we call innovation.

0 of 0 people found the following review helpful. *Myths R Us!* By Steve Gladis Though you may admire the brain power of Newton, Edison, Jobs, or Gates, it's clear that discovery comes from hard work, risk and sacrifice, not some divine epiphany. Furthermore, innovation does not have a straight-line trajectory, nor does it happen overnight. In fact, many inventors aren't seen as geniuses until after they die. Reporters try to find the "eureka" magical moment that is never really there. The inventions of the radio, the TV, the laser, and the computer were an accumulation of ideas and efforts. Small insights lead to big breakthroughs. The epiphany is really much more like putting a puzzle together. When you put the last piece in place, it just "feels" like magic. Steve Gladis Leadership Partners

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*