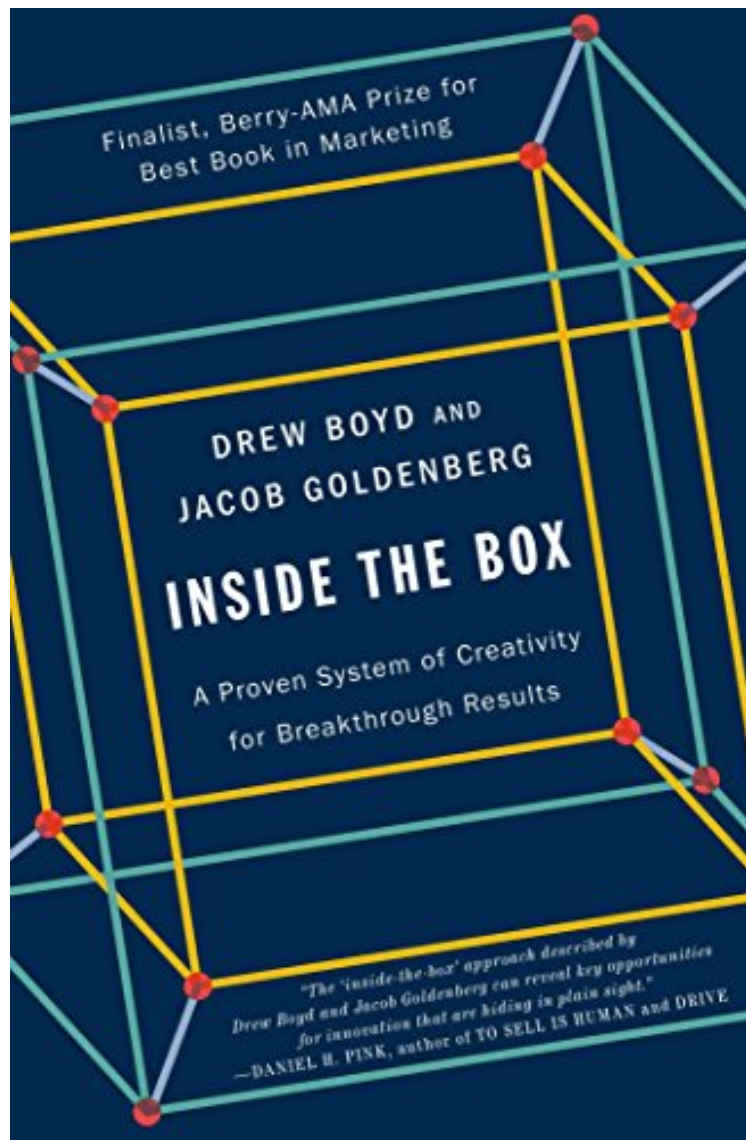


## Inside the Box: A Proven System of Creativity for Breakthrough Results

*Drew Boyd, Jacob Goldenberg*

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**Drew Boyd, Jacob Goldenberg : Inside the Box: A Proven System of Creativity for Breakthrough Results** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Inside the Box: A Proven System of Creativity for Breakthrough Results:

0 of 0 people found the following review helpful. Five StarsBy RobertExcellent book and seller0 of 0 people found the following review helpful. Great ReadingBy JaimeExcellent Book, gives the reader structured tools for innovating. Is not only useful for researchers, scientists or marketing roles it works even for common life needs.2 of 2 people found

the following review helpful. interesting concepts but...By Diego G Schmunis I like the high level concept of the approach but the book could be a bit tighter and condensed. After a while it starts to feel like a sales pitch for their consulting services. Some of the examples feel like they were intentionally, and only, chosen because they fit the particular technique

'The 'inside-the-box approach' can reveal key opportunities for innovation that are hiding in plain sight' (Daniel H. Pink, author of Drive). The traditional attitude toward creativity in the American business world is to 'think outside the box'—to brainstorm without restraint in hopes of coming up with a breakthrough idea, often in moments of crisis. Sometimes it works, but it's a problem-specific solution that does nothing to engender creative thinking more generally. Inside the Box demonstrates Systematic Inventive Thinking (SIT), which systemizes creativity as part of the corporate culture. This counterintuitive and powerfully effective approach to creativity requires thinking inside the box, working in one's familiar world to create new ideas independent of specific problems. SIT's techniques and principles have instilled creative thinking into such companies as Procter Gamble, Johnson Johnson, and other industry leaders. Inside the Box shows how corporations have successfully used SIT in business settings as diverse as medicine, technology, new product development, and food packaging. Dozens of books discuss how to make creative thinking part of a corporate culture, but none takes the innovative and unconventional approach of Inside the Box. With 'inside the box' thinking, companies of any size can become sufficiently creative to solve problems even before they develop and to innovate on an ongoing basis. It's a system that works! Boyd and Goldenberg explain the basic building blocks for creativity and by doing so help all of us better express our potential' (Dan Ariely, author of Predictably Irrational).

Unknown'Among the few ideas that have fundamentally changed how I look at life is the idea that creativity can be simple and systematic. In this book Boyd and Goldenberg explain the basic building blocks for creativity and by doing so help all of us better express our potential.' (Dan Ariely, author of Predictably Irrational) 'Why wait for a brilliant idea to hit like a bolt from the blue? You can increase the odds of a creative lightning strike just by learning and applying a few simple tools—ones that have proven their effectiveness time and again. The 'inside-the-box approach' described by Drew Boyd and Jacob Goldenberg can reveal key opportunities for innovation that are hiding in plain sight. It's hard to imagine a real-world problem that wouldn't be amenable to their approach.' (Daniel H. Pink, author of To Sell is Human and Drive) 'Innovation means a lot of things to a lot of people. Unfortunately, this can make it difficult to actually innovate—especially for big, established companies. Inside the Box uses very practical methods to take the mystery out of innovation and provides a roadmap for getting real results.' (David Butler, Vice President, Innovation, The Coca-Cola Company) 'The biggest challenge facing the modern organization is how to innovate across functions and locations. Professors Boyd and Goldenberg give us a tested and true integrated process that moves us from great ideas to innovative products and services. Inside the Box shows us the way to synchronize our innovation practices.' (Dr. Jeff DeGraff, author of Leading Innovation: How to Jump Start Your Organization's Growth Engine) 'Many books are written on the topic of stimulating creativity, but the practical examples provided here make Boyd and Goldenberg's advice stand out from the crowd. A captivating and fun read that adds insight to product design.' (Library Journal) 'What's Inside the Box? In this case, a remarkably original way of thinking about and implementing creativity in the workplace. If you're interested in gaining a competitive edge over your rivals, open this package (of truly impressive insights) first.' (Robert B. Cialdini, author of Influence: Science and Practice and Professor Emeritus of Psychology and Marketing at Arizona State University) 'Inside the Box is a 'how to' manual for innovation. . . . I commend this book to you if you regularly face tricky problems, you'd like a source of new and better ideas, and you're willing to invest energy in learning a different approach.' (Charlie Dawson Management Today) 'In this absorbing book, Drew Boyd and Jacob Goldenberg persuasively refute the idea that innovation relies solely on the adult equivalent of coloring outside the lines.' (Success) 'Innovation is the most sought-after component of modern business thinking, and Inside the Box puts the putty in your hands so you can start creating right away.' (Jack Covert Selects (800CEOread.com)) 'Among the few ideas that have fundamentally changed how I look at life is the idea that creativity can be simple and systematic. In this book Boyd and Goldenberg explain the basic building blocks for creativity and by doing so help all of us better express our potential.' (Dan Ariely, author of Predictably Irrational) 'Why wait for a brilliant idea to hit like a bolt from the blue? You can increase the odds of a creative lightning strike just by learning and applying a few simple tools—ones that have proven their effectiveness time and again. The 'inside-the-box approach' described by Drew Boyd and Jacob Goldenberg can reveal key opportunities for innovation that are hiding in plain sight. It's hard to imagine a real-world problem that wouldn't be amenable to their approach.' (Daniel H. Pink, author of To Sell is Human and Drive) 'Innovation means a lot of things to a lot of people. Unfortunately, this can make it difficult to actually innovate—especially for big, established companies. Inside the Box uses very practical methods to take the mystery out of innovation and provides a roadmap for getting real results.' (David Butler,

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