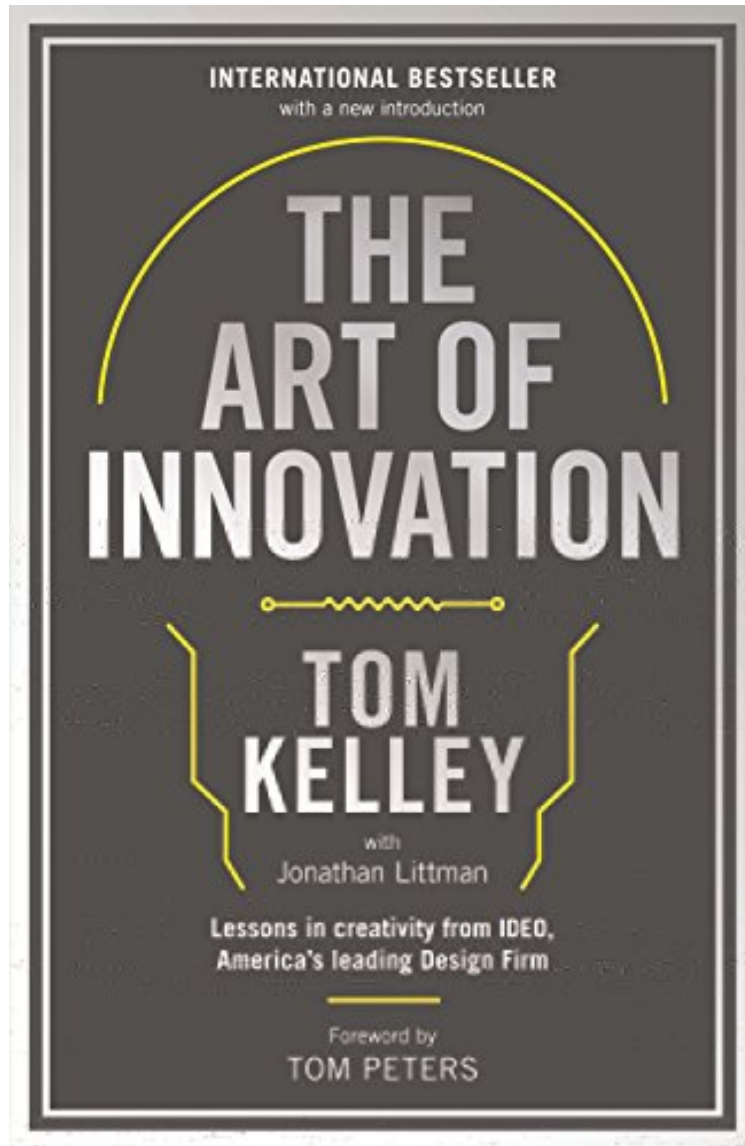


The Art Of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm

Tom Kelley

DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#387686 in eBooks 2016-06-16 2016-06-16 File Name: B01F5X7AFY | File size: 37.Mb

Tom Kelley : The Art Of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art Of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm:

0 of 0 people found the following review helpful. I originally purchased this book as a required reading for ...By AllisonI originally purchased this book as a required reading for a college course, so it wasn't something I would've

picked up on my own. That being said, I did find this an interesting and enjoyable read. 0 of 0 people found the following review helpful. Two Stars By Simon Griffiths For me it was more of a 'how great we have done' story 0 of 0 people found the following review helpful. Book usefulness and delivery time By Customer Book: useful. Time waiting for it: still too long

There isn't a business that doesn't want to be more creative in its thinking, products and processes. In *The Art of Innovation*, Tom Kelley, partner at the Silicon Valley-based firm IDEO, developer of hundreds of innovative products from the first commercial mouse to virtual reality headsets and the Palm hand-held, takes readers behind the scenes of this wildly imaginative company to reveal the strategies and secrets it uses to turn out hit after hit. Kelley shows how teams: -Research and immerse themselves in every possible aspect of a new product or service -Examine each product from the perspective of clients, consumers and other critical audiences -Brainstorm best when they are focussed, being physical and having fun *The Art of Innovation* will provide business leaders with the insights and tools they need to make their companies the leading-edge top-rated stars of their industries.

On nearly every page, the story of some upstart invention is recounted in patter that's as good as a skilled magician's.... Almost like visiting an IDEO workshop in person. * *Wired* * In light of all the books on the market about creativity, it takes a certain amount of chutzpah to call your book *The Art of Innovation*. Yet Kelley makes a good case.... Practical, clearly written, and highly detailed. * *USA Today* * Tom Kelley has unlocked the magic box of innovation for corporate America. -- Bruce Nussbaum * *BusinessWeek* * About the Author Tom Kelley is the MD of IDEO and the author of the bestselling business classic, *The Art of Innovation (Profile)*. As IDEO's spokesperson, he addresses scores of business audiences on using innovation to transform strategic thinking.