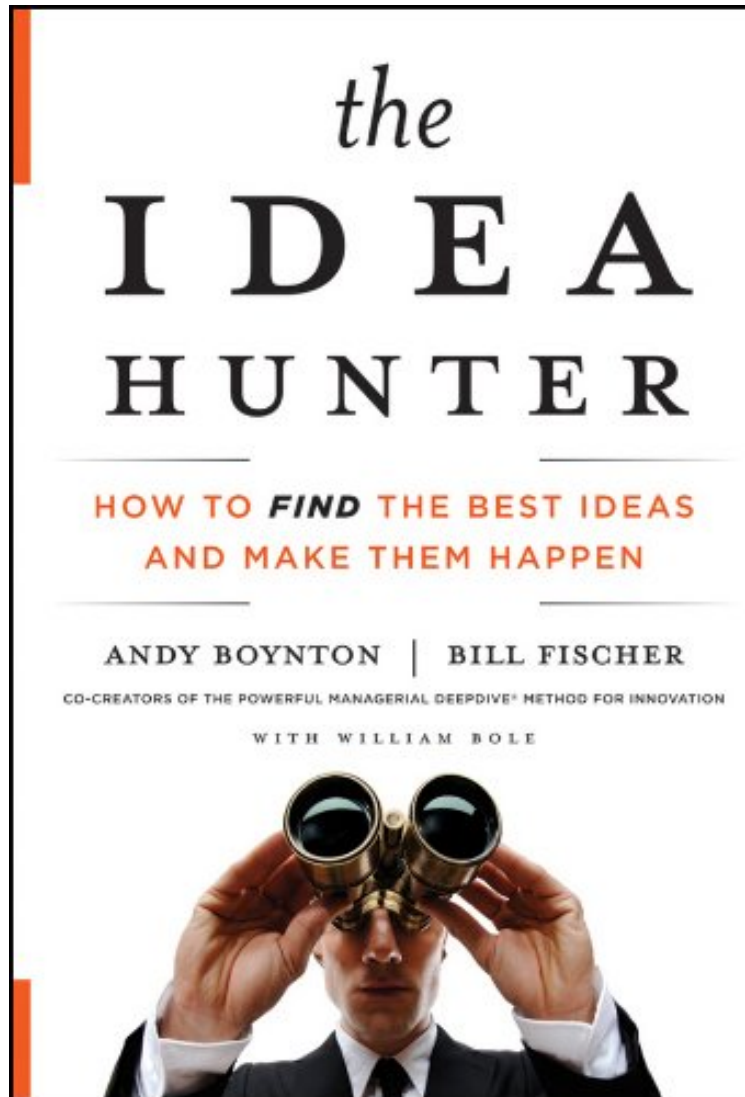


[FREE] The Idea Hunter: How to Find the Best Ideas and Make them Happen

# The Idea Hunter: How to Find the Best Ideas and Make them Happen

*Andy Boynton, Bill Fischer*

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**Andy Boynton, Bill Fischer : The Idea Hunter: How to Find the Best Ideas and Make them Happen** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Idea Hunter: How to Find the Best Ideas and Make them Happen:

0 of 0 people found the following review helpful. Good ReadBy CustomerInteresting read, highly recommend.0 of 0 people found the following review helpful. As I read it, I have to constantly stop ...By Susan J. ClarkeAs I read it, I have to constantly stop to make note of a number of ideas that come to mind.0 of 0 people found the following review helpful. Five StarsBy CustomerGood book, must read for start ups

A different way of discovering and developing the best business ideas Jack Welch once said, "Someone, somewhere has a better idea." In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. Idea Hunters know better. They understand that valuable ideas are already out there, waiting to be found - and not just in the usual places. Shows how to expand your capacity to find and develop winning business ideas Explains why ideas are a critical asset for every manager and professional, not just for those who do "creative" Reveals how to seek out and select the ideas that best serve your purposes and goals and define who you are, as a professional Offers practical tips on how to master the everyday habits of an Idea Hunter, which include cultivating great conversations The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving "idea" companies. Warren Buffet, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.

"Humans make progress by discovering new ideas, but also, importantly, by repurposing the ones that already exist. Boynton and Fisher show how each of us can get better at this critical skill, identifying and reapplying existing ideas." Paul Romer, Senior Fellow, Stanford Institute for Economic Policy Research "Hunting is an apt metaphor. Ideas exist everywhere in the wild. The trick is knowing where to look for them and how to capture them. Boynton and Fischer tell us how." Ron Sargent, Chairman CEO, Staples, Inc. "The Idea Hunter is unique. It's about curiosity, agility and perpetually hunting for better ideas. It's a must read for anyone who wants to compete and collaborate more effectively each and every day." Greg Brown, President CEO, Motorola Solutions. "This book upends a number of persistent myths about innovation and what it takes to be an 'idea person.' It shows that what's required is not spectacular creativity or remarkable IQ, but curiosity—a genuine desire to engage in a daily search for ideas. It will help transform the way you and your business operate." Jay Hooley, Chairman, President CEO, State Street Corporation "The Idea Hunter is not only an enjoyable read. It offers a practical method so that anyone or any firm can learn the secrets of harnessing the power of ideas to drive success." Laura J. Sen, President CEO, BJ's Wholesale Club "Boynton and Fischer offer powerful and practical advice on how to jump-shift the flow of ideas in your organization. This will become required reading for any leader intent on shaping a high-performance organization." Michael D. White, Chairman CEO, DirecTV "Observe, ask questions, be curious, dare to throw odd ideas into a group's conversation to make it better. Be an Idea Hunter!" Ton Buu, Chairman, CEO, Sulzer, Ltd "My company aims to add about \$4 billion in new sales every year. This won't be possible without everyone in the organization contributing new ideas. The Idea Hunter is an essential guide to systematically developing this critical capability." Werner Geissler, Vice Chairman, Global Operations, Procter Gamble "Thrilling, fun, and inspiring, The Idea Hunter tells stories and discerns patterns of behavior and habits shared by the great innovators of the past century. It finds similarities among the greats ranging from Warren Buffet to Steve Jobs, and even going back earlier in the century to Walt Disney and Thomas Edison. Through brief stories and simple self-reflection exercises, this book distills the quirky essence of leading imagination in a way we can consume it, and hopefully aspire to become one with it. Aaron C. Sylvan, Serial Entrepreneur and Technologist (One Technology, TrustWorks, LemonadeHeroes, Sylvan Social Technology) "We rely on using the ideas of thousands of experts to win against tough competition in a crowded market. Using The Idea Hunter as a trail map, any leader can win the daily wars of ideas that differentiate the innovator from the rest." Jack Hughes, Chairman and Co-founder, TopCoder, Inc. "Idea hunters are normal people, with a normal life in a common social contest. The only difference is that they have an open mind and are skilled in searching. This brilliant book is an ideal guide to achieve an open mind in our complex world." Maurizio Marinelli, Visual Artist President of Baskerville Research Center on Communication, Bologna, Italy "From the Inside Flap" "Breakaway ideas come to those who are in the habit of looking for them." —from the Introduction Ideas are arguably the most valuable asset in an information-based economy. But how do you find the best ideas—the kind that can boost careers, change organizations, and ramp up the value of projects? Why do some people seem to come up with these ideas whenever they need them? In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the minds of brilliant people. High-value ideas come to those people who are in the habit of looking for such ideas—all around them, all the time. These are the Idea Hunters. Such people do not buy into the notion that the only great idea is a pristinely original one. They know better. They understand that game-changing ideas are already out there, waiting to be spotted and then shaped into an innovation. The authors present an eclectic band of Idea Hunters, ranging from Thomas Edison, Mary Kay Ash, and Walt Disney, to Warren Buffett, Apple's Phil Schiller, and others including the leaders of Twitter, Pixar Animation Studios, and the Boston Beer Company. These people have certain characteristics embodied in the four I-D-E-A principles (Interested, Diverse, Exercised, and Agile). They also know their gig—their personal mission, and why it matters. They don't let the organization, job, industry, or profession define their Idea Hunt. And they recognize how the world around them connects with their plans and projects. Step by step, The Idea

Hunter unveils a strategy for unearthing new ideas in any industry or organization. It is a must-have resource for anyone who wants to tap into the successful business ideas that are just waiting to be rediscovered.

**From the Back Cover:**  
Praise for *The Idea Hunter* "Humans make progress by discovering new ideas, but also, importantly, by repurposing the ones that already exist. Boynton and Fischer show how each of us can get better at this critical skill—identifying and reapplying existing ideas." —Paul Romer, senior fellow, Stanford Institute for Economic Policy Research "Hunting is an apt metaphor. Ideas exist everywhere in the wild. The trick is knowing where to look for them and how to capture them. Boynton and Fischer tell us how." —Ron Sargent, chairman and CEO, Staples, Inc. "The Idea Hunter is unique. It's about curiosity, agility, and perpetually hunting for better ideas. It's a must-read for anyone who wants to compete and collaborate more effectively each and every day." —Greg Brown, president and CEO, Motorola Solutions "This book upends a number of persistent myths about innovation and what it takes to be an 'idea person.' It shows that what's required is not spectacular creativity or remarkable IQ, but curiosity—a genuine desire to engage in a daily search for ideas. It will help transform the way you and your business operate." —Jay Hooley, president and CEO, State Street Corporation "The Idea Hunter is not just an enjoyable read. It also offers a practical method so that anyone or any firm can learn the secrets of harnessing the power of ideas to drive success." —Laura J. Sen, president and CEO, BJ's Wholesale Club "Boynton and Fischer offer powerful and practical advice on how to 'jump-shift' the flow of ideas in your organization. This will become required reading for any leader intent on shaping a high-performance organization." —Michael D. White, chairman and CEO, DirecTV "Observe, ask questions, be curious, and dare to throw odd ideas into a group's conversation to make it better. Be an Idea Hunter!" —Ton Buuml, chairman, CEO, Sulzer, Ltd.