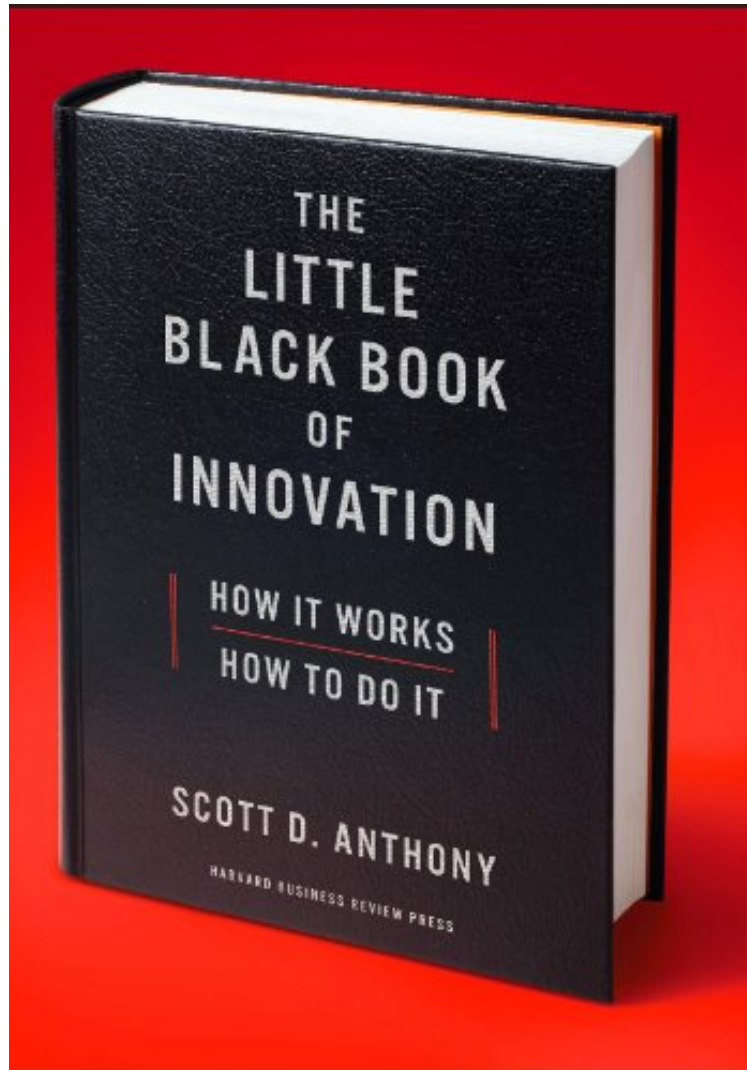


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## The Little Black Book of Innovation: How It Works, How to Do It

*Scott Anthony*

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**Scott Anthony : The Little Black Book of Innovation: How It Works, How to Do It** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Little Black Book of Innovation: How It Works, How to Do It:

25 of 26 people found the following review helpful. One for the massesBy PT NavendraI manage a team of individuals in a very large organization and I have been waiting for a book like this for a very long time. For the serial innovator, this book may be a little light, but for individuals and teams wanting to get with the program or are being cajoled into innovation initiatives, I can't think of another simpler or more practical primer than this. While I found a few spots that I thought were corny in there, this is something that I will not hesitate to recommend for entire teams and organizations as a synthesis on innovation and a starting point in their innovation journey. It is an easy read and it

was hard to put down. Even if only one internal/non-commercial idea is identified and implemented within an organization using the practical tools and simple exercises in the second part of the book, one would have thousand-folded their investment. And I am only looking at it from an internal cost center perspective. I see strong potential here for pervasive transformation of individuals, teams, and organizations if used systematically. 0 of 0 people found the following review helpful. Great Overview of Innovation By Kim C. Korn Scott Anthony has done a terrific job of providing an overview of what it takes for a company to innovate. His overview is comprehensive without being overly long. Anthony defines innovation cleanly and concisely as "Something different that has impact." while also stating that it is a "process that combines discovering an opportunity, blueprinting an idea to seize that opportunity, and implementing that idea to achieve results." His masters of innovation chapter provide a very helpful recent history of the major contributors to our current understanding of innovation. Anthony's 28 day innovation program clearly lays out a step by step process for any company looking to develop their own innovation capabilities. I highly recommend this book to anyone seeking to develop their company's innovation capability because of its broad, balanced, and definitive presentation of innovation. 0 of 0 people found the following review helpful. Little Black Book of Innovation By Rosanne Taylor A must read for anyone entering the field of marketing one currently working in the field. As an entrepreneur, this book would have been a valuable tool 28 years ago when I started my business. Knowing the difference between being creative and being innovative is essential. Buy it, read it, reread it and utilize it.

Innovation may be the hottest discipline around today; in business circles and beyond. And for good reason. Innovation transforms companies and markets. It's the key to solving vexing social problems. And it makes or breaks professional careers. For all the enthusiasm the topic inspires, however, the practice of innovation remains stubbornly impenetrable. No longer. In *The Little Black Book of Innovation*, long-time innovation expert Scott D. Anthony draws on stories from his research and field work with companies like Procter Gamble to demystify innovation. In his trademark conversational and lively style, Anthony presents a simple definition of innovation, breaks down the essential differences between types of innovation, and illuminates innovation's vital role in organizational success and personal growth. This unique hybrid of professional memoir and business guidebook also provides a powerful 28-day program for mastering innovation's key steps: **Finding insight**; **Generating ideas**; **Building businesses**; **Strengthening innovation prowess in your workforce and organization** With its wealth of illustrative case studies and vignettes from a range of companies around the globe, this engaging and potent playbook is a must-read for anyone seeking to turn themselves or their companies into true innovation powerhouses.