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“Little Black Book of Innovation” Excerpt

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. But for all the enthusiasm the topic inspires, the practice of innovation remains stubbornly elusive. No longer. In "The Little Black Book of Innovation," long-time innovation expert Scott 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 differences between types of innovation and illuminates innovation's vital role in organizational success and personal growth. This unique hybrid of a professional memoir and a business guidebook also gives you a powerful 28-day program for mastering innovation's key steps. In this chapter, Anthony uses the Seven Deadly Sins — pride, sloth, gluttony, lust, envy, wrath and greed — as a framework to highlight the innovator's most common mistakes. Using examples that every reader can relate to, from Gillette's Fusion ProGlide razor to Dr. Seuss characters, Anthony explains each pitfall in turn and tells you how to avoid every one.

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