

Borrowing Brilliance

THE WALL STREET JOURNAL BESTSELLER

BORROWING BRILLIANCE

THE SIX STEPS TO BUSINESS INNOVATION
BY BUILDING ON THE IDEAS OF OTHERS



"An entertaining, easy-to-read romp through the history of innovation, from Gutenberg to the Google guys, plus a method that appears to actually work."
—BusinessWeek

DAVID KORD MURRAY

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In a book poised to become the bible of innovation, a renowned creativity expert reveals the key to the creative process—"borrowing".

As a former aerospace scientist, Fortune 500 executive, chief innovation officer, inventor, and software entrepreneur, David Kord Murray has made a living by coming up with innovative ideas. In *Borrowing Brilliance* he shows readers how new ideas are merely the combination of existing ones by presenting a simple six-step process that anyone can use to build business innovation:

??Defining-Define the problem you're trying to solve.

??Borrowing-Borrow ideas from places with a similar problem.

??Combining-Connect and combine these borrowed ideas.

??Incubating-Allow the combinations to incubate into a solution.

??Judging-Identify the strength and weakness of the solution.

??Enhancing-Eliminate weak points while enhancing strong ones.

Each chapter features real-life examples of brilliant borrowers, including profiles of Larry Page and Sergey Brin (the Google guys), George Lucas, Steve Jobs, and other creative thinkers. Murray used these methods to re-create his own career and he shows readers how to harness them to find creative solutions.

作者介绍:

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