



Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others

By David Kord Murray

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others, David Kord Murray, Most of us think that outstanding success derives only from groundbreaking innovation. But we're wrong. In fact, many of the most successful business ideas of our time have come about when someone has borrowed and adapted an idea from somewhere else. In "Borrowing Brilliance", David Kord Murray explains exactly how you can do the same. He demonstrates conclusively that new business ideas are simply combinations of existing ideas and then sets out to show how you can solve current problems and create new opportunities by learning where to look for ideas and answers. In the process, he takes you through a simple six-step programme that will help you not only create the right mindset to innovate, but test the ideas you come up with, and implement them successfully. His reassuring message throughout is that since brilliance can be borrowed, it lies within the reach of us all.

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