



## Creative Strategy: A Guide for Innovation (Hardback)

By William Duggan

Columbia University Press, United States, 2013. Hardback. Condition: New. Language: English . Brand New Book. William Duggan s 2007 book, Strategic Intuition, showed how innovation really happens in business and other fields and how that matches what modern neuroscience tells us about how creative ideas form in the human mind. In his new book, Creative Strategy, Duggan offers a step-by-step guide to help individuals and organizations put that same method to work for their own innovations. Duggan s book solves the most important problem of how innovation actually happens. Other methods of creativity, strategy, and innovation explain how to research and analyze a situation, but they don t guide toward the next step: developing a creative idea for what to do. Or they rely on the magic of brainstorming -just tossing out ideas. Instead, Duggan shows how creative strategy follows the natural three-step method of the human brain: breaking down a problem into parts and then searching for past examples to create a new combination to solve the problem. That s how innovation really happens. Duggan explains how to follow these three steps to innovate in business and any other field as an individual, a team, or a whole company....



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