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

David Kord Murray

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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

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David Kord Murray : Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others before purchasing it in order to gage whether or not it would be worth my time, and all praised Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others:

1 of 1 people found the following review helpful. Great Buisness BookBy Chris D GillelandGreat business book. I first bought the hardcover book version and enjoyed it so much I bought the DVDs so I could listen in my car when I

travel. This is the type of business book you read that you can start applying things you learn within immediately in your own business. Many business books are just recycled material from other business author's books thru the years, but I found this book to be a truly original business book. Which is very ironic considering the premise of his book is building on the ideas of others to make better ideas, products, etc. This book should be required reading for all business school students and business owners. Great book

0 of 0 people found the following review helpful. The first book about creativity I have read which wasn't total crap

By Erik A. Saltwell

Let's face it, creativity is a hard thing to write about. Most books are either so general that you don't know how to apply them, or they are full of the same trite instructions (like not being judgmental when brainstorming) which, even if they are good advice, are unlikely to actually lead to creative breakthroughs. This book is from someone who has really thought deeply about creativity, and has applied his insights in building a concrete system which will lead you off the beaten path. The best of the book is in the first half when the author talks about problem definition and borrowing solutions. The second half of the book veers closer to the usual fare (i.e. listen to your subconscious) but this book is still a great read and a real set of instructions for being creative. His approach is not easy, and takes a lot of work, but I think it will be worth it.

2 of 2 people found the following review helpful. Brilliant, even if it is borrowed...

By MikePro

+ Takes a tough (vague) subject and actually defines a specific approach to creating creativity (in "six" steps)+ Clever metaphors and good examples of creativity, from Newton to the creation of Google+ Take a potentially boring topic and makes it fun/interesting reading+ Uses the concept of Borrowing Brilliance to write the text itself (e.g. the book is laced with creative metaphor)+ Revisits the process periodically to review "in a nutshell"+ Clearly an accomplished and innovative writer and thinker who has studied all topics related to creativity within the same domain, across similar domains, and even who has studied distant domains

Con:- The "common sense" or metaphorical approach does not make examples true; metaphors and logic are always flawed (for example, computer is pure logic, yet it crashes once in a while)- Simply too few specifically-cited references. True he refers to the works of many others, building on them, but this isn't necessarily empirical or scientific proof, as he cites entire works from these other sources, his conclusions and interpretations- For me, levels beneath the six steps are not as concisely presented, making replication harder (especially the 6th step)- Too much reliance on leading with examples to communicate points! In some cases the metaphor is all you get. Please find a way to say it succinctly first, then supply the examples that support the hypothesis.- Discouraging remarks regarding the use of brainstorming - the author's corrective actions are ok, but not the only way to solve the problem he identifies (I use other adjustments than the one he suggests)

Bottom line: Highly recommended and I consider this a top 5 book for my collection. However, it is my suggestion to be careful about what you consider fact based on scientific proof. With this in mind, I'll still rate it "5 stars" because of superior handling of difficult and amorphous subject matter, lively examples, and easy reading.

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.

From *Publishers Weekly* There really is nothing new under the sun, says entrepreneur Murray. All good ideas are constructed out of already existing ones, and rather than viewing borrowing as theft, we should view it as a necessary—even desirable—path to invention. Charles Darwin did it, as did George Lucas, Steve Jobs, Stephen King and a host of other innovators who knew how to take existing ideas and turn them into new answers to old problems. Murray draws heavily on his own experience and well-known successes—the evolution of the Walkman to the iPod, for example—to drive home his thesis, and even dips into the neurology of idea creation. The somewhat hashed-to-death point takes a more practical turn as Murray explains how the average organization can borrow successfully; his Brilliantly Borrowed Brainstorming system effectively lays out the steps, from identifying a good idea to adapting it to one's own uses. While somewhat repetitive, Murray's prescriptions are lucid and helpful, and this book should garner prime shelf space. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "A wonderfully enjoyable tour of the creative process. Murray's lively description of how he used these tools to create his own products is a major plus. People will be stealing from this work for years to come!" -Roger von Oech, author of *A Whack on the Side of the Head* and *The Creative Whack Pack* "We met in strange places: Carlsbad, Lake Tahoe, Milwaukee, Kansas City. And so I spent my years with David Murray, just as

zany, articulate, well-read, and completely unpredictable as is his book. Ah, the book: Dave Murray in person is just like his book, only more so. "Break the rules," he said. We broke them. "I'm thinking of writing a book about this," he said." I encouraged him. And here it is, how to be brilliant and innovative. New ideas are always amalgamations of old ones. Borrowed. Murray makes it seem simple, but don't be deceived. Everything he says is true." --Don Norman, author of Emotional Design "Everything a business book should be. A great concept brilliantly expressed in an interesting and well-written book." -Al Ries, author of War in the Boardroom and Positioning "Borrowing Brilliance is truly creative brilliance! It is simple, easy to read...it's magical. David Murray shared his life's personal stories juxtaposed with his six simple steps to business innovation. His book brings to life these steps through building on the ideas of others. You can borrow and use his six steps and explode with fresh new ideas the day after finishing Borrowing Brilliance." -Jack Mitchell, CEO Mitchell's / Richard's / Marsh's and Author of Hug Your Customers and Hug Your People About the AuthorDavid Kord Murray began his career as an aerospace engineer working on the conceptual development team for the International Space Station. He has also been an entrepreneur, inventor, and Fortune 500 Executive. He was the Head of Innovation for the software company Intuit and held similar positions at other Fortune 500 companies.