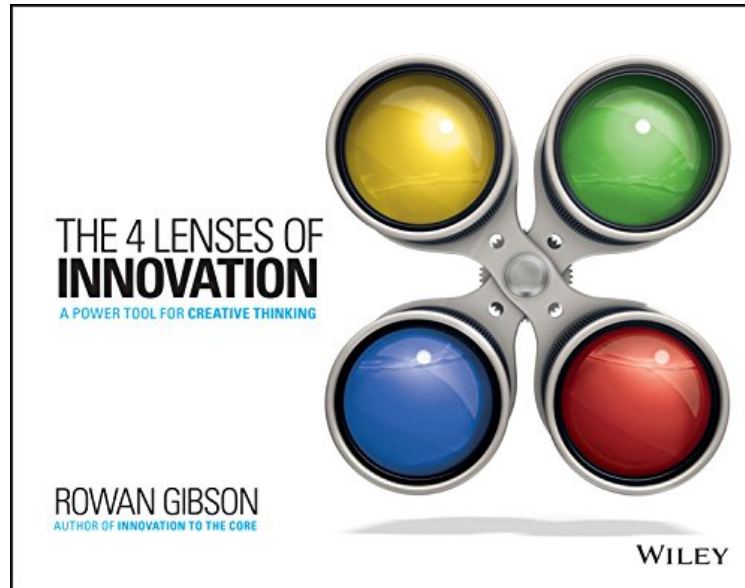


The Four Lenses of Innovation: A Power Tool for Creative Thinking

Rowan Gibson

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Rowan Gibson : The Four Lenses of Innovation: A Power Tool for Creative Thinking before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Four Lenses of Innovation: A Power Tool for Creative Thinking:

6 of 6 people found the following review helpful. Some good content, but treats innovation as a paint-by-numbers exercise
By Ted Anderson
The description of the four lenses provides a succinct summary of where innovations typically come from. However, the author undid all of his good work at the end of the book when he set forth an action plan. He recommends that a company set up endless committees to generate innovative ideas. In my experience, this type of Group Grope is guaranteed NOT to result in any meaningful results. Consensus based idea generation results in ideas that are conventional wisdom and middle of the road. Innovation, by definition, is unconventional wisdom. If a truly great idea is presented in a group setting, it will almost certainly be shouted down by the majority. The fact that the author seems not to know this lessens my trust in the remainder of the content.
13 of 14 people found the following review helpful. For a different view on how to achieve Innovation
By Robert Brands
Interesting, not your traditional book on Innovation. Presentation style is not for all but using the Four Lenses will get you to "out of the box" innovation: The key points and takeaways:-Challenge your beliefs and underscores the "why why why" on challenging the status quo.-Understand the present heading in Trends in patterns of change-Leverage Resources in every which way possible, incl Open Innovation-Understanding Needs...true customer perspective needs
Overall valuable insight build on the past, challenging the conventional "How to" and although the author might not have put them in a particular order, I would have put the last one first: You always want to start with a Market Need vs just an Idea...
1 of 1 people found the following review helpful. The future: look for it in the present!
By Mejia Ricardo
If you do not listen to your customers, failure is certain. But if you limit yourself to what they tell you, failure will be devastating. Henry Ford understood this more than 100 years ago: people wanted faster horses, not revolutionary and innovative transport systems.
In this book, the reader is engaged from the first chapter. Consistent with what has been Gibson's mantra for many years, the book seeks to reaffirm his message:

innovation, as well as quality, customer service, etc., must be "embedded" in all organizations, because companies without innovative culture are left behind sooner rather than later. In ancient times, people believed that the creativity and ability to innovate was a divine inspiration granted to few. Hence, poets, philosophers and artists looked toward the "Muses", goddesses of inspiration. Archimedes's "Eureka" however, was not the result of divine inspiration that occurred while he was in the now famous bathtub. He was a physicist, mathematician, engineer, astronomer and inventor. When the King asked him to confirm whether the goldsmith had stolen part of the gold he was given for the new crown, Archimedes could not find a way to measure the volume of such irregular body. While soaking in the tub, he saw the water level rising and concluded that the displaced volume was equal to the volume of the submerged body: "Eureka". With the volume and weight of the crown, he found that its density was less than that of gold, and therefore the goldsmith was actually a thief. Rowan describes how everything became clearer with the European Renaissance. With the birth of humanism, mankind began to understand that scientific or artistic creation depended exclusively on the education and skills of each person. As the individual grew in terms of self-esteem and self-confidence, an explosion of artistic and scientific developments happened that substantially improved the quality of life of mankind. Human beings, rather than gods, became the center of the universe. The mind was set free and the spark of creativity was lit. Science and technological advances ceased to be a violation of the divine order. You could challenge the orthodoxy. Rowan analyzes the way Petrarch, "The Father of Humanism and the Renaissance" recognized the new trends of the time: obscurantism and darkness during the Middle Ages were gradually left behind and the new challenges to be faced would later bring along more prosperous years. The story of how Gutenberg integrated different skills and knowledge to create the printing press is fascinating. Just like Steve Jobs, with his privileged view, managed to integrate various technologies to develop the iPod and other "gadgets" that made him famous. Both did leverage in resources already available. H. Ford invented an unclaimed and unneeded machine. Leonardo da Vinci, with his brilliant mind and insatiable curiosity, designed the parachute, submarine, helicopter and many other machines and appliances that nobody needed at the time, but were crucial to improving the quality of life of humankind. Thanks to this four lenses, we will be able to unravel the desired tomorrow from our day to day lives.

Ever wonder where big, breakthrough ideas come from? How do innovators manage to spot the opportunities for industry revolution that everyone else seems to miss? Contrary to popular belief, innovation is not some mystical art that's forbidden to mere mortals. The Four Lenses of Innovation thoroughly debunks this pervasive myth by delivering what we've long been hoping for: the news that innovation is systematic, it's methodical, and we can all achieve it. By asking how the world's top innovators—Steve Jobs, Richard Branson, Jeff Bezos, and many others—came up with their game-changing ideas, bestselling author Rowan Gibson identifies four key business perspectives that will enable you to discover groundbreaking opportunities for innovation and growth: Challenging Orthodoxies—What if the dominant conventions in your field, market, or industry are outdated, unnecessary, or just plain wrong? Harnessing Trends—Where are the shifts and discontinuities that will, now and in the future, provide the energy you need for a major leap forward? Leveraging Resources—How can you arrange existing skills and assets into new combinations that add up to more than the sum of their parts? Understanding Needs—What are the unmet needs and frustrations that everyone else is simply ignoring? Other books promise the keys to innovation—this one delivers them. With a unique full-color design, thought-provoking examples, and features like the 8-Step Model for Building a Breakthrough, The Four Lenses of Innovation will teach you how to reverse-engineer creative genius and make radical business innovation an everyday reality inside your organization. "Rowan Gibson has done a superb job of 'unpacking' what it takes to innovate."—Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University "Can you develop an innovative mind? Yes, you can. And this book is the manual."—John and Doris Naisbitt, authors of *China's Megatrends* and *The Global Game Change* "An excellent piece of work for practitioners and organizations who seek to have innovation as part of their DNA."—Camille Mirshokrai, Managing Director of Leadership Development, and Partner at Accenture "Rowan Gibson's The Four Lenses of Innovation will inspire you to think big, look afresh at the challenges you face, and take bold action to change the world."—Robert B. Tucker, author of *Driving Growth Through Innovation*

From the Back Cover **LEARN THE FORMULA FOR INFUSING CREATIVITY INTO YOUR ORGANIZATION**
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About the Author ROWAN GIBSON is widely recognized around the globe as a thought leader on business innovation. Labeled by the media as "the Innovation Grandmaster," Gibson provides some of the world's most successful organizations with services and tools to help them deepen their innovation capabilities. He is also the cofounder of InnovationExcellence.com, which is now the most popular innovation website on the Internet.