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An impactful book elaborating on six sequential steps that enable you to structure a creative and innovative solution through the use of 'borrowed brilliance'. With examples drawn on from history it becomes evident that success doesn't only originate from pure innovation but can be the fusion of two contradicting ideas.

Borrowing Brilliance: The Six Steps to Business Innovation ...

Buy Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others by Kord Murray, David (ISBN: 9781847940193) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Step Six: Enhancing. Eliminate the weak points while enhancing the strong ones. Ideas evolve through trial and error. They self-organize. Return to the first five steps to make or adjust your idea: re-define; re-borrow; re-combine; re-incubate and re-judge it all.

Borrowing Brilliance: The Six Steps to Business Innovation

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I refer to the first three steps as The Origin of a Creative Idea: Step One: Defining Define the problem you're trying to solve. Step Two: Borrowing Borrow ideas from places with a similar problem. Step Three: Combining Connect and combine these... Step Six: Enhancing

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Summary Borrowing Brilliance David Kord Murray The Six ...

Murry describes a six-step process consisting of "the origin of a creative idea" and "the evolution of a creative idea", the former of which involves (1) definining the problem to be solved, (2) borrowing ideas from places with similar problems, and (3) connecting and combining these borrowed ideas, and the latter of which involves (4) allowing the combinations to incubate into a solution, (5) identifying the strength and weaknesses of the solution, and (6) eliminating the weak points and ...

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The first three steps can be termed as the origin of the creative idea: Define the problem you're trying to solve. Borrow ideas from places with similar problems. Connect these borrowed ideas and combine. —————The last three steps are where you then evolve and polish your new idea to make it workable: Allow combinations to incubate into a solution.

Summary of Borrowing Brilliance by David Kord Murray ...

Murry describes a six-step process consisting of "the origin of a creative idea" and "the evolution of a creative idea", the former of which involves (1) definining the problem to be solved, (2) borrowing ideas from places with similar problems, and (3) connecting and combining these borrowed ideas, and the latter of which involves (4) allowing the combinations to incubate into a solution, (5) identifying the strength and weaknesses of the solution, and (6) eliminating the weak points and ...

Borrowing Brilliance: The Six Steps to Business Innovation ...

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. ?B Borrowing-Borrow ideas

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