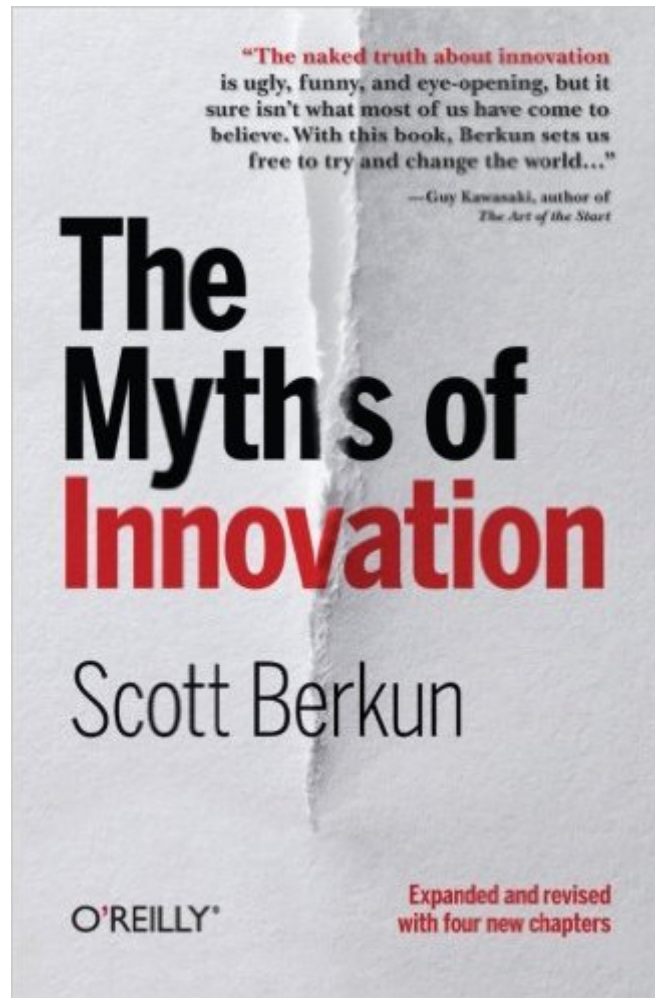


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# The Myths Of Innovation



## Synopsis

In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You'll have fun while you learn: \* Where ideas come from \* The true history of history \* Why most people don't like ideas \* How great managers make ideas thrive \* The importance of problem finding \* The simple plan (new for paperback) Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, .com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas. "Small, simple, powerful: an innovative book about innovation." -Don Norman, author of Design of Everyday Things "Insightful, inspiring, evocative, and just plain fun to read... It's totally great." -John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC) "Methodically and entertainingly dismantling the cliches that surround the process of innovation." -Scott Rosenberg, author of Dreaming in Code; cofounder of Salon.com "Will inspire you to come up with breakthrough ideas of your own." -Alan Cooper, Father of Visual Basic and author of The Inmates are Running the Asylum "Brimming with insights and historical examples, Berkun's book not only debunks widely held myths about innovation, it also points the ways toward making your new ideas stick." -Tom Kelley, GM, IDEO; author of The Ten Faces of Innovation

## Book Information

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## Customer Reviews

Scott Berkun has written a great little book on debunking the myths of innovation. He uses the myths to help explain how innovation happens. He also delves into some of the reasons for why these myths are popular and then proceeds to provide some insights on how to approach innovation without falling prey to these myths. He starts the book with a great story of when he visited Google's head quarters and joined a tour group. He describes the moment when two of his co-tourists whispered to each other pointing over to a group of programmers "I see them talking and typing, but when do they come up with their ideas". This lays the groundwork for the rest of the book. It's a question many people ask of any creative/innovative person. Scott continues to explore our fascination with innovation and our desire to find the hidden secrets. Like all myths, the ones behind innovation are derived from quaint stories from history; Newton's Apple, Archimedes' bath tub. Each chapter addresses one of the main myths and exposes the real path to innovation:- the myth of epiphany,- we understand the history of innovation,- there is a method for innovation,- people love new ideas,- the lone inventor- and many more. The book is a fun read, and Scott has a very witty writing style. His stories and personal experiences help to explain some of his counter-intuitive demythologizing. As always the classic sign of a book I love, is that by the end I have many pages highlighted and copious notes written down the margins. Scott's book definitely fell into the category of `stimulating`. Even when I disagreed with him, I agreed with his underlying point. I highly recommend the book for anyone interested in innovation.

(review of 2nd edition - 10/03/2010)"Innovation" is a word that gets used so often in marketing hype that it seems to have lost its meaning. Scott Berkun sets out to reclaim the word and offer up a true definition in his book *The Myths of Innovation*. I found this book so compelling while reading it on my iPad that I ended up figuring out how to do highlighting as there were many points I wanted to remember and ponder. Table of Contents: The myth of epiphany; We understand the history of innovation; There is a method for innovation; People love new ideas; The lone inventor; Good ideas are hard to find; Your boss knows more about innovation than you; The best ideas win; Problems and solutions; Innovation is always good; Epilogue - Beyond hype and history; Creating thinking

hacks; How to pitch an idea; How to stay motivated; Research and recommendations One of the reasons this book resonated so deeply with me is due to my view of how people add importance to events that weren't critical at the time. For instance, a particular battle may be touted as the turning point of a war, and a commander's decision a brave and ingenious move. But the battle could have just as well been lost, no one would have written it up, and some other potential outcome would have decided the war. We seem to think that the outcome we received was the only possible course, and that's incorrect. Quoting Berkun: "Yes, when we look at any history timeline, we're encouraged to believe that other outcomes were impossible. Because the events on timelines happened, regardless of how bizarre or unlikely, we view them today as predetermined." I'm glad to see that Myths fights back against this common belief.

Have you ever been to a party and met someone with a great job and a great sense of humor and ended up spending the entire party drinking beer and swapping interesting stories? That's what Scott Berkun's new book, "The Myths of Innovation", felt like to me. There are lots of books on my shelf that I know I ought to read, and many of them I struggle through and afterwards feel like it was a valuable investment of my time, however painful. This wasn't one of them - this is one of those rare books that feels like reading for pleasure, and yet you learn something along the way. And I might add that the colophon alone is worth the price of the book (a sentence that perhaps has never been written). I wonder how much time and research Berkun did on this book before he came up with the idea of orienting the book around myths? Was that the idea all along? Or did it emerge over time? Because it turns out to be a perfect way of presenting the material. First, everyone loves to feel like they know something that other people don't - the truth behind the myths. This "peeking behind the curtain" approach is a great way to keep the material interesting. Second, innovation is such a complex area that it would be very difficult to write a book about what innovation is -- it's a lot easier to talk about what it isn't. But by providing the boundaries via the myths, it inevitably provides great insight into how innovation really happens. And third, myth debunking seems to fit Berkun's auctorial voice. His casual, conversational tone is not only funny and engaging, but it naturally allows the type of speculation and interpretation that is necessary for the topic. In other words, a textbook-style examination of innovation would be a very poor choice.

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