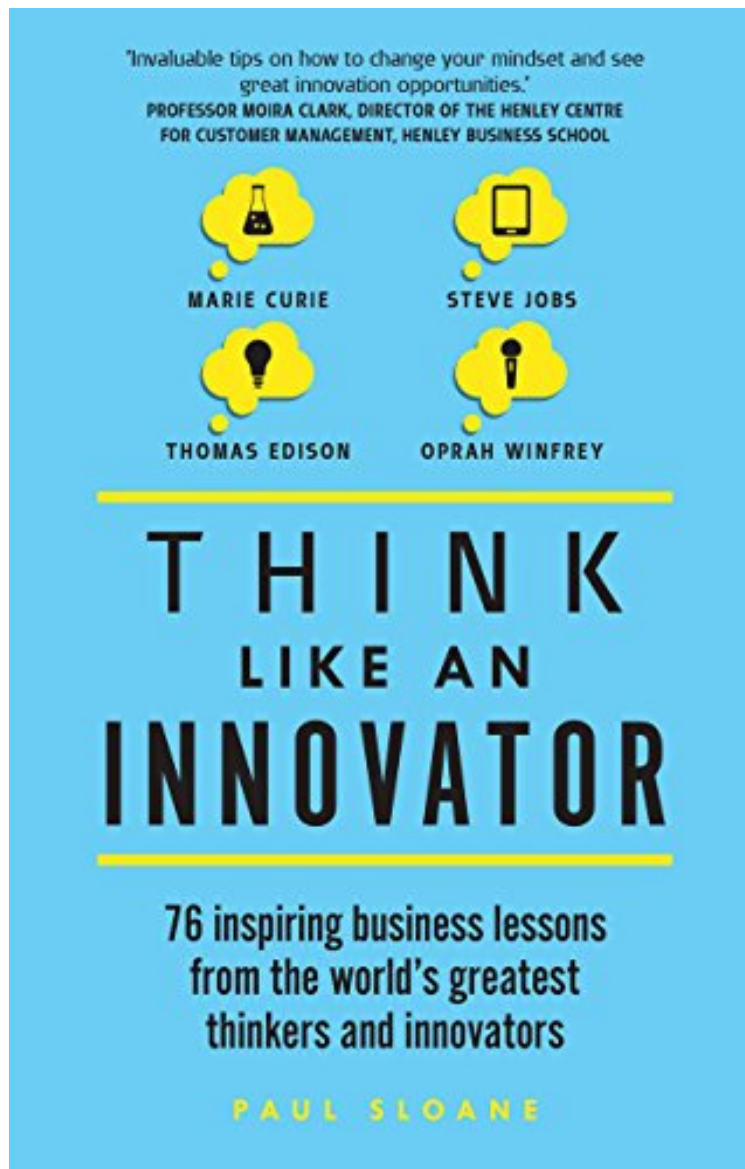


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Think Like An Innovator: 76 inspiring business lessons from the world's greatest thinkers and innovators

Paul Sloane

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0 of 0 people found the following review helpful. Great Read for Those Looking to Learn From Innovators Throughout The Course of History By Will Sherlin 'Think Like an Innovator' is a breezy, engaging read that's perfect for anyone looking to build their capacity to "Think Different," as the famous Apple commercial puts it. Paul shares a number of anecdotes from throughout history that take readers into the minds of some of the world's foremost leaders in a wide variety of fields, from art to politics to sports, just to name a few. Read 'Think Like an Innovator' to learn how brilliant minds from Pythagoras to Mozart to Edison have functioned to affect major change in the world around them. 1 of 1 people found the following review helpful. Learn from the experience of others By Mia In "Think Like an Innovator" Paul Sloane gathered a diverse collection of people with these attributes. He describes their personal background, challenges faced, the solutions they proposed, and finally, the lessons learned and practical advice for you to apply in your own situation. There were a few themes that stood out to me: bits of wisdom that creative thinkers should keep in mind: - Be original - Be curious and question everything - Trust your people - Mix with people from outside your profession (and comfort zone) - Hardship and hard work come with the territory - Take risks, break the rules, use brazen stunts or be offensive when needed - Design a platform, not a product - Don't be afraid to copy and combine - Learn from your customers - Storytelling and effective communication are a powerful tools for the innovator For the experienced entrepreneur or innovation manager, you will find many well known names in this book, but you're also bound to find interesting unknown details about their lives or new perspectives about their work. Sloane managed to pack a great deal of wisdom in a light and easy-to-read format, perfect for reading on the go or in bite-sized portions. 1 of 1 people found the following review helpful. Easy read - highly recommend By Shawn H Very enjoyable read with interesting examples of innovators throughout the ages, spanning Shakespeare to Bowie to Woody Allen. There are also quite a few unexpected inclusions that demonstrate how the benefits of a unique idea aren't restricted to industries or titles. Each chapter is short and easily digestible and ideal for those looking to kick start lateral thinking and innovation within their career/workplace. Also makes a great gift.

Innovation can take you from failure to success, but if you need a helping hand then Think Like An Innovator can help you. With over 70 different leaders, innovators and business people, each covered in 500 words or less, you'll find out: Who they are; a brief bio about the person; Their Challenge; the issue they faced and why it was a challenge; Their Innovation; the innovative solution they proposed; Lessons for you; insights for you on how to apply their innovation to your life. Split in to 8 categories, you can find inspiration from: Artists - e.g. David Bowie, J K Rowling, Pablo Picasso; Business Leaders - e.g. Jeff Bezos, Levi Strauss, Sidney Bernstein; Genius' - e.g. Beethoven, Michelangelo, Shakespeare; Inventors - e.g. Johannes Gutenberg, Louis Braille, Thomas Edison; Mavericks - e.g. Anita Roddick, Nelson, Steve Jobs; Pioneers - e.g. Dick Fosbury, Florence Nightingale, Marconi; Scientists - e.g. Alexander Fleming, Charles Darwin, Galileo; Visionaries - e.g. John F Kennedy, Oprah Winfrey, Walt Disney; Think Like An Innovator is full of inspiring insights to transform your working day.

From the Back Cover 76 BUSINESS THINKERS AND INNOVATORS AND WHAT THEY CAN TEACH YOU What would Steve Jobs do? How to work like Marie Curie, Thomas Edison and 75 more entertaining lessons from the minds of great leaders, innovators and businesspeople, that you can put into practice. In bite-size, quick-to-read sections for each innovator, discover: The challenge; the issue they faced and why it was a problem; The innovation; the solution they proposed and how it worked; Lessons for you; practical insights for you to apply their innovation; Be inspired to think and act differently so you can improve your ingenuity, innovation and be a success. About the Author Paul Sloane is the UK's top leadership speaker on innovation and the founder of Destination Innovation. He is the author of over 20 books on lateral thinking and innovation which have sold over 2 million copies in total. He took a first in Engineering at Cambridge. He was a top Salesman with IBM and went on to be Managing Director at Ashton Tate and VP International for MathSoft. He has over 25,000 followers on Twitter and is well known as a blogger, speaker and workshop leader on the topics of creativity, lateral thinking and the leadership of innovation