



## The Art of Innovation : Lessons in Creativity from IDEO, America's Leading Design Firm

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By Kelley Tom

Paperback. Book Condition: New. Not Signed; Description: There isn't a business that doesn't want to be more creative in its thinking, products and processes. In *The Art of Innovation*, Tom Kelley, partner at the Silicon Valley-based firm IDEO, developer of hundreds of innovative products from the first commercial mouse to virtual reality headsets and the Palm hand-held, takes readers behind the scenes of this wildly imaginative company to reveal the strategies and secrets it uses to turn out hit after hit. Kelley shows how teams: - Research and immerse themselves in every possible aspect of a new product or service -Examine each product from the perspective of clients, consumers and other critical audiences - Brainstorm best when they are focussed, being physical and having fun *The Art of Innovation* will provide business leaders with the insights and tools they need to make their companies the leading-edge top-rated stars of their industries. book.



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### Reviews

*Complete guideline! Its this type of great read through. it absolutely was writtern quite perfectly and helpful. I am very happy to explain how this is basically the best book i actually have read through during my personal life and can be he very best book for at any time.*

-- **Joshua Gerhold PhD**

*A very awesome book with perfect and lucid reasons. It really is basic but shocks within the 50 percent of the book. Its been designed in an exceptionally easy way and is particularly merely right after i finished reading this ebook where in fact changed me, change the way i think.*

-- **Meagan Roob**