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design firm IDEO, takes readers behind the scenes of this wildly imaginative and energized company to reveal the...

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Here are some key lessons: 1) Go out and watch people. Don't expect them to be able to tell you what you need to know. Don't

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rely on focus groups. 2) Pay particular attention to the things that bug you or customers in a situation. Michael's observation on the coffee cup at our last meeting is a good example. 3) There are no dumb or naive questions.

Reading The Art of Innovation - Chapters 1 through 15 ...

But The Art of
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Innovation really teaches indirectly (not to mention enlightens and entertains) by telling great stories--mainly, of how the best ideas for creating or improving products or processes come not from laboriously organized focus groups, but from keen observations of how regular people work and play on a daily basis.

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company to reveal the
strategies and secrets
it uses to turn out hit
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If you're trying to create product lust, The Art of Innovation shows you how to do it (Bruce Nussbaum BusinessWeek) Book Description An updated reissue of this inspiring guide to managing creativity in business from the ex-general manager of IDEO, one of the most innovative design companies in the world.

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