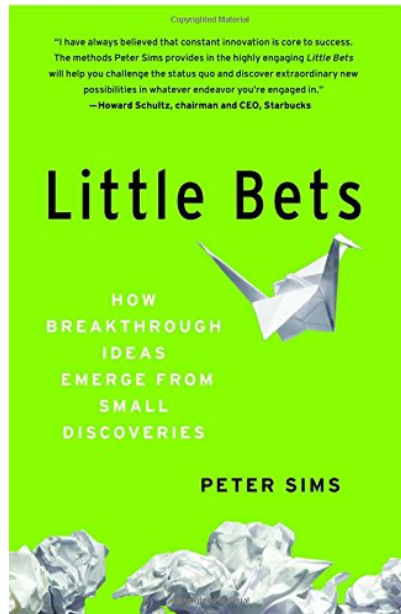


# B.O.O.K Little Bets: How Breakthrough Ideas Emerge from Small Discoveries PDF



B.O.O.K Little Bets: How Breakthrough Ideas Emerge from Small

Discoveries by *by By Peter Sims*

## **B.O.O.K Little Bets: How Breakthrough Ideas Emerge from Small Discoveries PDF**

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“An enthusiastic, example-rich argument for innovating in a particular way—by deliberately experimenting and taking small exploratory steps in novel directions. Light, bright, and packed with tidy anecdotes” (The Wall Street Journal). What do Apple CEO Steve Jobs, comedian Chris Rock, prize-winning architect Frank Gehry, and the story developers at Pixar films all have in common? Bestselling author Peter Sims found that rather than start with a big idea or plan a whole project in advance, they make a methodical series of little bets, learning critical information from lots of little failures and from small but significant wins. Reporting on a fascinating range of research, from the psychology of creative blocks to the influential field of design thinking, Sims offers engaging and illuminating accounts of breakthrough innovators at work, and a whole new way of thinking about how to navigate uncertain situations and unleash our untapped creative powers.

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