

## <<创新的神话>>

### 图书基本信息

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作者：斯科特·伯昆

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### 内容概要

《创新的神话（第2版）（影印版）》作者Scott Berkun。

自从初版伊始，这本经典畅销书就被npr, msnbc, cnbc, 耶鲁大学，麻省理工学院，卡耐基·梅隆大学，微软，苹果电脑，英特尔，google和 amazon.com，还有全世界其他的主要媒体，公司和大学讨论过。

它改变了数以千计的领袖和创造者理解世界的方式。

第二版更新了第一版的原有内容，而且扩展了四章全新内容，提供了一个绝妙的机会去探寻或者重新发现这个关于创新的有力观点。

在《创新的神话（第2版）（影印版）》经典畅销书的全新版本中，你会踏上一段关于主意的令人爆笑而且快节奏的历史旅程。

作者斯科特.伯昆将向你展示如何超越一些错误的说法，这些说法被很多商业专家，科学家以及流行文化愚蠢地用来指导他们理解主意如何改变世界。

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### 作者简介

作者：（美国）斯科特·伯昆（Scott Berkun） 斯科特·伯昆（Scott Berkun），是三本O'Reilly畅销书的作者，包括《Making Things Happen》、《The Myths of Innovation》以及《Confessions of a Public Speaker》。

他是一位专职的作家和演说家，他的作品发表在《纽约时报》、《福布斯》杂志、《经济学人》杂志、《华盛顿邮报》、《连线》杂志、国家公共电台（National Public Radio）以及其他媒体上。

他定期给《哈佛商业评论》杂志和《商业周刊》供稿，还在华盛顿大学（University of Washington）教授创造性思考课程，并且在MsNBC和cNBC电视台作为一个创新和管理专家出镜。

他经常在自己广受欢迎的博客网站上写作关于创新和创造性思维的内容，在那儿你可以找到他的很多关于各种主题的讲座录像。

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### 书籍目录

Commitment to research accuracy Preface for the paperback edition Chapter 1 The myth of epiphany Chapter 2 We understand the history of innovation Chapter 3 There is a method for innovation Chapter 4 People love new ideas Chapter 5 The lone inventor Chapter 6 Good ideas are hard to find Chapter 7 Your boss knows more about innovation than you Chapter 8 The best ideas win Chapter 9 Problems and solutions Chapter 10 Innovation is always good Chapter 11 Epilogue: Beyond hype and history Chapter 12 Creative thinking hacks Chapter 13 How to pitch an idea Chapter 14 How to stay motivated Appendix Research and recommendations Photo credits Acknowledgments How to help this book: A request from the author About the author Index

## &lt;&lt;创新的神话&gt;&gt;

## 章节摘录

版权页： 插图： How innovations start The top question famed innovators hear is ""How did you start ?""It's the beginnings that drive our curiosity: when did Edison get the idea for the lightbulb, or how did the Google founders envision a better search engine ?

Everyone wants to know where the magic happened, and since they can't imagine the magic sprinkled across years of work, they assume it's a secret-a tangible, singular element hiding behind the start. Like our endless quest to explain the origins of things, we're prone to seeking magic in beginnings. It's this desire that leads otherwise bright minds to research Michael Jordan's breakfast, da Vinci's or Einstein's napping habits, or Linus Torvalds' ( founder of Linux ) chosen style of underwear.<sup>2</sup> The irrelevance of these details is obvious here in the logical confines of this book, but we've all considered similarly ridiculous questions about someone we admire. I once researched which typewriter Hemingway had and which inks Shakespeare used to pen his plays. Dreams don't run on logic: when we follow our emotions, we find both amazing and ridiculous things, and it takes time to sort one from the other, or to realize they are one and the same. The eventual problem with excessive, dreamy curiosity is that-instead of making our own beginnings, right here and now-we seek to reuse others' proven magic. We try to borrow their beginnings and retrofit them into our lives. Of course, still safe in this book, we know details from others' experiences are unlikely to be pivotal in our own--what worked for them, during their era, won't necessarily work for anyone else. For example, imagine that Alexander the Great was born in Iceland or Steve Jobs in medieval France--how well would their ""magic"" work in those environments ?

There are countless factors in any success story, and only some belong to the innovators as individuals. Bo Peabody, venture capitalist and founder of Tripod ( the eighth largest website in 1998 ) wrote, ""Luck is a part of life, and everybody, at one point or another, gets lucky. But luck is a big part of business life and perhaps the biggest part of entrepreneurial life. Acknowledging the uncontrollable factors helps divorce us from worshipping the details of our heroes' achievements. Studying history grants power, but only when we overcome romance and see innovators as humans just like us with similar limitations and circumstantial influences.

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### 媒体关注与评论

“精致，简单、有力：一本关于创新的具有创新性的书。  
”——Don Norman 《Design of Everyday Things》作者 “富有思想性，具有逆向思维，而且读起来很棒。  
”——Richard Saul Wurman，TED会议的创始人 “用智慧、真相和权威辨析了关于想法从哪里来的错误观念。  
这本书将改变你对发明的想法——永远地。  
”——Lifehacker.com “富有洞察力、令人鼓舞、发人深思和读起来很有趣的书。  
而最棒的是这本书深入了创新的内心以及创新面对的各种挑战。  
总体来说非常了不起。  
”——Jone Seely Brown，前施乐Palo Alto研究中心（PARC）总监 “伯昆的书充满深刻的见解，佐以历史实例，不仅揭示了关于创新流传广泛的神话的谬误之处，也指明了如何让你的新想法更现实可行。  
即使在今天超级繁忙的商业世界里，花点时间阅读本书也是非常值得的。  
”——Tom Kelley，IDEO总经理，《The Ten Faces of Innovation》的作者

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### 编辑推荐

《创新的神话(第2版)(影印版)》中，著名畅销书作者Scott Berkun认真研究了创新历史，包括来自软件开发和网络时代的实例，揭示了想法是如何成为成功的创新——这些事实可以用于应对当前的挑战。

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