

Four_Lenses_Innovation_Creative_Thinking

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Summary:

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The Heart of Innovation: The Four Lenses of Innovation In my brand new book "The Four Lenses of Innovation: A Power Tool For Creative Thinking," I debunk the pervasive myths that are holding us back in our ability to innovate. The Four Lenses of Innovation: A Power Tool for Creative ... The Four Lenses of Innovation: A Power Tool for Creative Thinking by Rowan Gibson was chosen by Soundview Executive Book Summaries as one of the Top Business Books of 2015. THE SOUNDVIEW OVERVIEW : Ever wonder where big, breakthrough ideas come from?.