

## The Medici Effect: What Elephants And Epidemics Can Teach Us About Innovation

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*"The Girls' Book of Famous Queens" by Lydia Hoyt Farmer. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten—or yet undiscovered gems—of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.*

*Adam Steltzner is no ordinary engineer. His path to leadership was about as unlikely as they come. A child of beatnik parents, he barely made it through school. He blew off college in favour of work at a health food store and playing bass in a band, but after discovering an astonishing gift for maths and physics, he ended up helping a group of scientists land the heaviest rover in the history of space exploration on Mars. This is the story of the teamwork, drama and extraordinary feats of innovation at the Jet Propulsion Lab that culminated in that landing in 2012.*

*Big data entrepreneur Allen Gannett overturns the mythology around creative genius, and reveals the science and secrets behind achieving breakout commercial success in any field. We have been spoon-fed the notion that creativity is the province of genius -- of those favored, brilliant few whose moments of insight arrive in unpredictable flashes of divine inspiration. And if we are not a genius, we might as well pack it in and give up. Either we have that gift, or we don't. But Allen shows that simply isn't true. Recent research has shown that there is a predictable science behind achieving commercial success in any creative endeavor, from writing a popular novel to starting up a successful company to creating an effective marketing campaign. As the world's most creative people have discovered, we are enticed by the novel and the familiar. By understanding the mechanics of what Gannett calls "the creative curve" – the point of optimal tension between the novel and the familiar – everyone can better engineer mainstream success. In a thoroughly entertaining book that describes the stories and insights of everyone from the Broadway team behind Dear Evan Hansen, to the founder of Reddit, from the Chief Content Officer of Netflix to Michelin star chefs, Gannett reveals the four laws of creative success and identifies the common patterns behind their achievement.*

*The Girls' Book of Famous Queens*

*Tfp*

*The Surprising Truth About What Motivates Us*

*The Little Black Book of Innovation*

*Sample Questions from OECD's PISA Assessments*

*SUMMARY - The Medici Effect: What Elephants And Epidemics Can Teach Us About Innovation By Frans Johansson*

*The Medici Effect*

*E. H. Gombrich's Little History of the World, though written in 1935, has become one of the treasures of historical writing since its first publication in English in 2005. The Yale edition alone has now sold over half a million copies, and the book is available worldwide in almost thirty languages. Gombrich was of course the best-known art historian of his time, and his text suggests illustrations on every page. This illustrated edition of the Little History brings together the pellucid humanity of his narrative with the images that may well have been in his mind's eye as he wrote the book. The two hundred illustrations—most of them in full color—are not simple embellishments, though they are beautiful. They emerge from the text, enrich the author's intention, and deepen the pleasure of reading this remarkable work. For this edition the text is reset in a spacious format, flowing around illustrations that range from paintings to line drawings, emblems, motifs, and symbols. The book incorporates freshly drawn maps, a revised preface, and a new index. Blending high-grade design, fine paper, and classic binding, this is both a sumptuous gift book and an enhanced edition of a timeless account of human history.*

*Praise For The Power of Mobility: How Your Business Can Compete and Win in the Next Technology*

*Revolution "Mobility is the next technology force that is redefining how businesses operate. Going forward, the winners will be 'anywhere enterprises' that learn how to combine the Power of Mobility with broadband connectivity to create competitive advantage. Russell's book lays out a straightforward road map for how to do just that." –Berge Ayvazian, Chief Strategy Officer, Yankee Group "Our experience has proved that integrating the mobility of our services into the lives of students creates tremendous opportunities and new value. The ideas presented in this book will serve organizations and businesses of all types well as they explore the innovative growth that can come with the Power of Mobility." –Dr. Karen Pennington, Vice President, Student Development and Campus Life, Montclair State University "For many professionals, the workplace is no longer a 'place,' and the work day is no longer a 'day.' The Power of Mobility shows us that companies that recognize this fundamental shift are in the best position to take advantage of mobility to increase business agility, transform the way they serve customers, and enable exciting new business models." –Don Proctor, Senior Vice President, Collaboration Software Group, Cisco "What businesses need is a plain English explanation of the new values and disciplines of the Mobility Age. In The Power of Mobility, Russell McGuire provides that clear guidance without the 'technospeak.'" –Clint Parr, Chief Executive Officer and President, Anyware Mobile Solutions "Companies that figure out how to keep employees connected and leverage context have the opportunity to outperform their peers in the marketplace. The Power of Mobility explains what this all means in simple terms,*

describes how companies can build mobility into their businesses, and provides helpful examples for those wanting to gain competitive advantage." —H.P. Jin, PhD, Chief Executive Officer & President, TeleNav Inc. "The Power of Mobility prepares you, in a step-by-step fashion, to interpret the opportunity presented by mobility into your firm's environment." —Danny Briere, Chief Executive Officer, Telechoice

One of the UK's foremost moral philosophers, Mary Midgley recounts her remarkable story in this elegiac and moving account of friendships found and lost, bitter philosophical battles and of a profound love of teaching. In spite of her many books and public profile, little is known about Mary's life. Part of a famous generation of women philosophers that includes Elizabeth Anscombe, Philippa Foot, Mary Warnock and Iris Murdoch, Midgley tells us in vivid and humorous fashion how they cut a swathe through the arid landscape of 1950s British Philosophy, writing and arguing about the grand themes of character, beauty and the meaning of rudeness. As the mother of three children, her journey during the 1950s and 1960s was one of a woman fighting to combine a professional career with raising a family. In startling contrast to many of the academic stars of her generation, we learn that Midgley nearly became a novelist and started writing philosophy only when in her fifties, suggesting that Minerva's owl really does fly at dusk. Charting the highs and lows of philosophy and academia in Britain, this publication sheds light on Mary's close friends, her moral philosophy and her meetings with major philosophers, including Wittgenstein and Isaiah Berlin.

A portrait of the human self by way of a critical engagement with the proponents of postmodernity. It experiments with an innovative vocabulary so as to describe self-understanding and self-formation in its discursive, action-oriented, communal, and transcending dynamics.

PISA Take the Test Sample Questions from OECD's PISA Assessments

HBR's 10 Must Reads on Creativity (with bonus article "How Pixar Fosters Collective Creativity" By Ed Catmull)

What Elephants and Epidemics Can Teach Us About Innovation

Me, Myself, and Us

The Medici Effect, With a New Preface and Discussion Guide

How to Develop the Right Idea, at the Right Time

Small Actions, Big Difference

*Examines the court of Pope Leo X in sixteenth-century Rome, and discusses the popularity of the Pope's white elephant, Hanno, a gift from the king of Portugal.*

*A fresh and vivid narrative history of the Roman Empire from the point of view of the "barbarian" enemies of Rome. History is written by the victors, and Rome had some very eloquent historians. Those the Romans regarded as barbarians left few records of their own, but they had a tremendous impact on the Roman imagination. Resisting from outside Rome's borders or rebelling from within, they emerge vividly in Rome's historical tradition, and left a significant footprint in archaeology. Kershaw builds a narrative around the lives, personalities, successes, and failures both of the key opponents of Rome's rise and dominance, and of those who ultimately brought the empire down. Rome's history follows a remarkable trajectory from its origins as a tiny village of refugees from a conflict zone to a dominant superpower. But throughout this history, Rome faced significant resistance and rebellion from peoples whom it regarded as barbarians: Ostrogoths, Visigoths, Goths, Vandals, Huns, Picts and Scots. Based both on ancient historical writings and modern archaeological research, this new history takes a fresh look at the Roman Empire through the personalities and lives of key opponents during the trajectory of Rome's rise and fall.*

*Does your organization support creativity—or squash it? If you read nothing else on cultivating creativity at work, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you ignite the creative spark across your organization. This book will inspire you to: Discover the elements of creativity and learn how to influence them Harness the creative potential of a diverse team Encourage curiosity and experimentation Avoid breakdowns in creative collaboration Overcome the fear that blocks your innate creativity Bring breakthrough ideas to life This collection of articles includes "Reclaim Your Creative Confidence" by Tom Kelley and David Kelley; "How to Kill Creativity" by Teresa Amabile; "How Pixar Fosters Collective Creativity" by Ed Catmull; "Putting Your Company's Whole Brain to Work" by Dorothy Leonard and Susaan Straus; "Find Innovation Where You Least Expect It" by Tony McCaffrey and Jim Pearson; "The Business Case for Curiosity" by Francesca Gino; "Bring Your Breakthrough Ideas to Life" by Cyril Bouquet, Jean-Louis Barsoux, and Michael Wade; "Collaborating with Creative Peers" by Kimberly D. Elsbach, Brooke Brown-Saracino, and Francis J. Flynn; "Creativity Under the Gun" by Teresa Amabile, Constance Noonan Hadley, and Steven J. Kramer; "Strategy Needs Creativity" by Adam Brandenburger; and "How to Build a Culture of Originality" by Adam Grant. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.*

*Discover the beloved self-help classic featuring moving poems and insightful truisms that "is full of practical wisdom that will allow you to embrace and change your life" (John Gray, Ph.D., author of Men Are from Mars, Women Are from Venus).*

*Individuals, therapy groups, twelve-step programs, and the self-help community around the world have embraced the late Portia Nelson's brilliant There's a Hole in My Sidewalk. Warm, wise, and funny, her seminal poem "Autobiography in Five Chapters" is a treasured and often quoted motto for anyone seeking to better themselves and their life. "Treat yourself to a special book by a special lady" (Carol Burnett) with this perfect inspirational and motivational gift.*

A Memoir

Green Swans

Building Successful Early-Stage Ventures

*Medici Effect*

*Queens' Play*

*The Romance of Self-Discovery*

*Before It's Too Late*

This second book in the legendary Lymond Chronicles follows Francis Crawford of Lymond who has been abruptly called into the service of Mary Queen of Scots. Though she is only a little girl, the Queen is already the object of malicious intrigues that extend from her native country to the court of France. It is to France that Lymond must travel, exercising his sword hand and his agile wit while also undertaking the most unlikely of masquerades, all to make sure that his charge's royal person stays intact.

Tropical forests are an undervalued asset in meeting the greatest global challenges of our time—averting climate change and promoting development. Despite their importance, tropical forests and their ecosystems are being destroyed at a high and even increasing rate in most forest-rich countries. The good news is that the science, economics, and politics are aligned to support a major international effort over the next five years to reverse tropical deforestation. *Why Forests? Why Now?* synthesizes the latest evidence on the importance of tropical forests in a way that is accessible to anyone interested in climate change and development and to readers already familiar with the problem of deforestation. It makes the case to decisionmakers in rich countries that rewarding developing countries for protecting their forests is urgent, affordable, and achievable.

The New York Times bestseller that gives readers a paradigm-shattering new way to think about motivation from the author of *When: The Scientific Secrets of Perfect Timing* Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*). In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction—at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world. Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does—and how that affects every aspect of life. He examines the three elements of true motivation—autonomy, mastery, and purpose—and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

A practical guide to outguessing everything, from multiple-choice tests to the office football pool to the stock market. People are predictable even when they try not to be. William Poundstone demonstrates how to turn this fact to personal advantage in scores of everyday situations, from playing the lottery to buying a home. *Rock Breaks Scissors* is mind-reading for real life. Will the next tennis serve go right or left? Will the market go up or down? Most people are poor at that kind of predicting. We are hard-wired to make bum bets on "trends" and "winning streaks" that are illusions. Yet ultimately we're all in the business of anticipating the actions of others. Poundstone reveals how to overcome the errors and improve the accuracy of your own outguessing. *Rock Breaks Scissors* is a hands-on guide to turning life's odds in your favor.

Linear Programming

The HBR Guide to Thinking Smart About the Numbers

Why Forests? Why Now?

The Secrets of Creative Genius

Owl of Minerva

What Elephants and Epidemics Can Teach Us about Innovation

Hereditary Genius

*Why do so many world-changing insights come from people with little or no related experience? Charles Darwin was a geologist when he proposed the theory of evolution. And it was an astronomer who finally explained what happened to the dinosaurs. Frans Johansson's The Medici Effect shows how breakthrough ideas most often occur when we bring concepts from one field into a new, unfamiliar territory and offers examples of how we can turn the ideas we discover into path-breaking innovations. Clayton M. Christensen, bestselling author of The Innovator's Dilemma, has described The Medici Effect as "one of the most insightful books about managing innovation I have ever read. Its assertion that breakthrough principles of creativity occur at novel intersections is an enduring principle of creativity that should guide innovators in every field." Now with a new preface and a discussion guide, and a foreword by Harvard Business School professor Teresa Amabile, The Medici Effect is a timeless classic that will help you reach your innovative peak.*

*"This comprehensive treatment of the fundamental ideas and principles of linear programming covers basic theory, selected applications, network flow problems, and advanced techniques. Using specific examples to illuminate practical and theoretical aspects of the subject, the author clearly reveals the structures of fully detailed proofs. The presentation is geared toward modern efficient implementations of the simplex method and appropriate data structures for network flow problems. Completely self-contained, it develops even elementary facts on linear equations and matrices from the beginning."--Back cover.*

*How did Europeans three centuries apart respond to two mysterious beasts—a living rhinoceros previously known only from ancient texts and a nameless monster's massive bones? Juan Pimentel shows that their reactions reflect deep cultural changes but also the enduring power of image and imagination to shape our understanding of the natural world. This inspiring collection of sayings by Sir John Templeton provides a welcoming book for a person seeking deeper meaning in life. Practical and uplifting advice, based on a lifetime of experience, is gathered in an attractive package for one's personal use or as a perfect gift. Juxtaposed to his sayings are short essays that elaborate on the ideas and make*

*them easier to understand and apply. The thoughts are arranged by themes such as thanksgiving, forgiveness, positive thinking, love, humility, and happiness. For young or old, rich or poor, this wisdom will find many applications in people's lives. Some samples of the sayings are: An attitude of gratitude creates blessings. Happiness comes from spiritual wealth, not material wealth. Joy is not in things, but in you. Happiness is always a by-product. The timeless wisdom of Sir John Templeton presented in a beautiful gift book*

*Leveraging Corporate Sustainability to Drive Business and Societal Value*

*What You Can Learn from Elephants and Epidemics*

*A Little History of the World*

*How Finance Works*

*Illustrated Edition*

*Continuity and Change, Third Edition*

*Discourses on the First Decade of Titus Livius*

Despite dire warnings about global warming, carbon emissions by the world's largest companies are increasing and only a few companies have strategies for managing carbon emissions and water resources. So what separates the best from the rest? In one word, the answer is ownership: companies that are winning at sustainability have created the conditions for their stakeholders to own sustainability and reap the benefits that come with deeper experience with and ownership of social and environmental issues: a happier, more productive workforce, increased customer loyalty, higher stock valuations, and greater long-term profits. Based on interviews with 25 global multinational corporations as well as employees, middle managers, and senior leaders across multiple sectors, this is the first book to connect sustainability to the theory and principles of psychological ownership and to propose a succinct, easy-to-digest model for managerial use. Becoming a successful entrepreneur is impossible without accepting risk - the question is which risk to take and at what time. This guide offers practical, no-nonsense advice for marketing and financing your business, bringing on partners and employees, and launching your business as inexpensively and aggressively as possible.

Even leading capitalists admit that capitalism is broken. Green Swans is a manifesto for system change designed to serve people, planet, and prosperity. In his twentieth book, John Elkington—dubbed the “Godfather of Sustainability”—explores new forms of capitalism fit for the twenty-first century. If Nassim Nicholas Taleb’s “Black Swans” are problems that can take us exponentially toward breakdown, then “Green Swans” are solutions that take us exponentially toward breakthrough. The success—and survival—of humanity now depends on how we rein in the first and accelerate the second. Green Swans draws on Elkington’s firsthand experience in some of the world’s best-known boardrooms and C-suites. Using case studies, real-world examples, and profiles on emergent technologies, Elkington shows how the weirdest “Ugly Ducklings” of today’s world may turn into tomorrow’s world-saving Green Swans. This book is a must-read for business leaders in corporations great and small who want to help their businesses survive the coming shift in global priorities over the next decade and expand their horizons from responsibility, through resilience, and onto regeneration.

Based on a popular class taught by a Harvard Business School professor. If you're not a numbers person, then finance can be intimidating and easy to ignore. But if you want to advance in your career, you'll need to make smart financial decisions and develop the confidence to clearly communicate those decisions to others. In How Finance Works, Mihir Desai—a professor at Harvard Business School and author of The Wisdom of Finance—guides you into the complex but endlessly fascinating world of finance, demystifying it in the process. Through entertaining case studies, interactive exercises, full-color visuals, and a conversational style that belies the topic, Professor Desai tackles a broad range of topics that will give you the knowledge and skills you need to finally understand how finance works. These include: How different financial levers can affect a company's performance The different ways in which companies fund their operations and investments Why finance is more concerned with cash flow than profits How value is created, measured, and maximized The importance of capital markets in helping companies grow Whether you're a student or a manager, an aspiring CFO or an entrepreneur, How Finance Works is the colorful and interactive guide you need to help you start thinking more deeply about the numbers.

*How Your Business Can Compete and Win in the Next Technology Revolution*

*Book Two in the Legendary Lymond Chronicles*

*The Coming Boom In Regenerative Capitalism*

*The Science, Economics, and Politics of Tropical Forests and Climate Change*

*Public Policy*

*Soros*

*Field Book of Western Wild Flowers*

***In the past few decades, personality psychology has made considerable progress in raising new questions about human nature—and providing some provocative answers. New scientific research has transformed old ideas about personality based on the theories of Freud, Jung, and the humanistic psychologies of the nineteen sixties, which gave rise to the simplistic categorizations of the Meyer-Briggs Inventory and the 'enneagram'. But the general public still knows little about the new science and what it reveals about who we are. In this book, Brian Little, one of the psychologists who helped re-shape the field, provides the first in-depth exploration of the new personality science and its provocative findings for general readers. The book explores questions that are rooted in the origins of human consciousness but are as commonplace as yesterday's breakfast conversation. Are our first impressions of other people's personalities usually fallacious? Are creative individuals essentially maladjusted? Are our personality traits, as William James put it “set like plaster” by the age of thirty? Is a belief that we are in control of our lives an unmitigated good? Do our singular personalities comprise one unified self or a confederacy of selves, and if the latter, which of our mini-me-s do we offer up in marriage or mergers? Are some individuals genetically hard-wired for happiness? Which is the more viable path toward human flourishing, the pursuit of happiness or the happiness of pursuit? Little provides a resource for answering such questions, and a framework through which readers can explore the personal implications of the new science of personality.***

***Questionnaires and interactive assessments throughout the book facilitate self-exploration, and clarify some of the stranger aspects of our own conduct and that of others. Brian Little***

**helps us see ourselves, and other selves, as somewhat less perplexing and definitely more intriguing. This is not a self-help book, but students at Harvard who took the lecture course on which it is based claim that it changed their lives.**

**This book presents all the publicly available questions from the PISA surveys. Some of these questions were used in the PISA 2000, 2003 and 2006 surveys and others were used in developing and trying out the assessment.**

**A penniless émigré who made a fortune and became one of the great philanthropists of the twentieth century, George Soros has led a remarkable life. This biography brings forth his story in unprecedented depth, from his childhood as a Jew in occupied Budapest during World War II to his conquests on Wall Street and the establishment of his philanthropic Open Society foundations. Soros offers exclusive glimpses at an often misunderstood man, revealing a shy character whose own struggle to escape the Nazis left him with the adamant belief that people of the world are entitled to live without the fear of oppression. Enigmatic, contradictory, and inspiring, George Soros is one of the most intriguing and globally influential men of our time. In this accomplished biography, written with Soros's cooperation, Michael T. Kaufman fully illuminates the man, his motivations, and his legacy.**

**\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover that the best ideas are born at the crossroads of worlds, because curiosity and diversity are the keys to creativity, and therefore, to innovation. You will also discover that : it is by aiming at the Intersection that you experience the Medici effect and that ideas explode; finding great ideas only requires bringing novelty and diversity into your life and your business; everyone is capable of innovating, even in a seemingly unrelated field; to innovate, you don't have to be afraid of failure, because it allows you to improve. Through numerous examples from all over the world and from a wide variety of fields, Frans Johansson demonstrates how much and how the mixture of cultures can give rise to great ideas. According to him, everyone has access to a wonderful space, the "Intersection", where ideas from all walks of life come together. This is where the Medici Effect is declared, the one that inspired the intellectuals and artists of the Renaissance, brought together by the famous Italian family. Whether you are an entrepreneur, artist, philanthropist or researcher, you can bring great ideas to life by following the advice in this summary! \*Buy now the summary of this book for the modest price of a cup of coffee!**

**There's a Hole in My Sidewalk**

**How it Works, how to Do it**

**The Power of Mobility**

**Drive**

**How to Use Everyday Ingenuity to Solve Problems Big and Small**

**Exotic Animals in the Art and Culture of the Medici Court in Florence**

**A True Story of Teamwork, Leadership, and High-stakes Innovation**

"Field Book of Western Wild Flowers" by J. J. Thornber, Margaret Armstrong. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten – or yet undiscovered gems – of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

The world is full of problems and conflicts. So why can we not solve them? According to Edward de Bono, world thinking cannot solve world problems because world thinking is itself the problem. And this is getting worse: we are so accustomed to readily available information online that we search immediately for the answers rather than thinking about them. Our minds function like trying to drive a car using only one wheel. There's nothing wrong with that one wheel - conventional thinking - but we could all get a lot further if we used all four... De Bono examines why we think the way we do from a historical perspective and uses some of his famous thinking techniques, such as lateral thinking, combined with new ideas to show us how to change the way we think. If we strengthen our ability and raise our thinking level, other areas of our life - both personal and business success - will improve. De Bono is the master of the original big 'concept' book and his enticement to us to use our minds as constructively as possible should appeal to a whole new generation of fans.

Examines why creativity and insight are incredibly vibrant at the intersection of domains, disciplines, cultures and fields and tells us how to get to those places. This book reveals the core principles that reign when divergent concepts are combined.

From the bestselling author of Thinkertoys, this follow up brings innovative creative thinking techniques within reach, giving you the tools to tackle everyday challenges in new ways. Internationally renowned business creativity expert, Michael Michalko will show you how creative people think—and how to put their secrets to work for you in business and in your personal life. You don't have to be a genius to solve problems like one. Michalko researched and analyzed hundreds of history's greatest thinkers across disciplines—from Leonardo da Vinci to Pablo Picasso—to bring the best of their techniques together and to teach you how to apply them in your own life. Cracking Creativity is filled with exercises and anecdotes that will soon have you looking at problems and seeing many different solutions.

The Enemies of Rome

Blue Ocean Classics

The Science of Personality and the Art of Well-Being

The Right Kind of Crazy

The Pope's Elephant

Why Not?

An Inquiry Into Its Laws and Consequences

**A primer for fresh thinking, for problem-solving with a purpose, for bringing the world a few steps closer to the way it should be. Illustrated with examples from every aspect of life, this book offers techniques which help you take the things we all see, every day, and think about them in a new way.**

**The collection you need to create more blue oceans. W. Chan Kim and Renee Mauborgne changed the field of strategy and the language of business with their pathbreaking "blue ocean strategy," a model for creating uncontested markets that unlock new demand and new opportunities for growth. This book brings together three of their classic blue ocean strategy articles, all first published in Harvard Business Review. "Blue Ocean Strategy" highlights the distinct differences between market-competing (red ocean) and market-creating (blue ocean) strategy and what it takes to create the new markets of tomorrow. In "Red Ocean Traps," Kim and Mauborgne reveal the faulty assumptions that keep managers tethered to existing overcrowded markets (red oceans). "Blue Ocean Leadership" applies the concepts and analytic frameworks of blue ocean strategy to an innovative leadership approach that releases employees' untapped talent and energy while conserving their most precious resource--time. This collection is the ideal start, or refresher, for creating more blue oceans.**

**An examination of the diverse roles exotic animals, both living species and depicted as motifs in art, played in the fashioning of the Medici's courtly identity.**

**Public policy issues directly and indirectly affect many everyday aspects of the lives of all Americans. Yet, most of us don't fully understand how policy evolves. Why do public policies exist? What different types of policies are there and how controversial have they become over time? How can we better understand the continuity and change in public policies? Expanding upon the first and second editions, the author uses theoretical and historical approaches to answer these questions and highlight changes that have occurred with public policies over the past decade. He explains the complex relationship of political and social theories that explain the modifications and restructuring of public policies that exist today. Through his engaging writing style, Wilson examines a variety of controversial issues and legal cases to deconstruct each aspect of public policy. His explanations provide detailed information in clear, comfortable language that encourages the reader to better understand and appreciate policies and theories. A list of referenced websites after each chapter allows for exploration outside of the text for up-to-date information on the ever-changing world of public policy.**

**Think!**

**The Creative Curve**

**The Barbarian Rebellion Against the Roman Empire**

**Cracking Creativity**

**A Practical Guide to Outguessing and Outwitting Almost Everybody**

**Golden Nuggets**

**The Self After Postmodernity**

Why do so many world-changing insights come from people with little or no related experience? Charles Darwin was a geologist when he proposed the theory of evolution. And it was an astronomer who finally explained what happened to the dinosaurs. Frans Johansson's *The Medici Effect* shows how breakthrough ideas most often occur when we bring concepts from one field into a new, unfamiliar territory, and offers examples how we can turn the ideas we discover into path-breaking innovations.

Innovation transforms companies and markets. It's the key to solving vexing social problems. And it makes or breaks professional careers. But for all the enthusiasm the topic inspires, the practice of innovation - how to do it-has remained stubbornly impenetrable. No longer. In *The Little Black Book of Innovation*, leading thinker Scott D. Anthony draws from research, Innosight fieldwork with global giants such as Procter & Gamble, and personal experience launching and investing in start-up companies to demystify the discipline of innovation. With wit and remarkable insight born of years of both leading and teaching innovation, Anthony presents a simple definition of the concept, breaks down the essential differences between its various types, and illuminates its vital role in organizational success and personal growth.

**The Life and Times of a Messianic Billionaire**

**The Entrepreneur's Guide to Risk and Decisions**

**Rock Breaks Scissors**

**The Rhinoceros and the Megatherium**