



## The Myths of Innovation (Paperback)

By Scott Berkun

O Reilly Media, Inc, USA, United States, 2010. Paperback. Book Condition: New. Revised ed.. 213 x 140 mm. Language: English . Brand New Book. In this new paperback edition of the classic bestseller, you ll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You ll have fun while you learn: \* Where ideas come from \* The true history of history \* Why most people don t like ideas \* How great managers make ideas thrive \* The importance of problem finding \* The simple plan (new for paperback) Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, , and other major media, corporations, and universities around the world. It has...



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