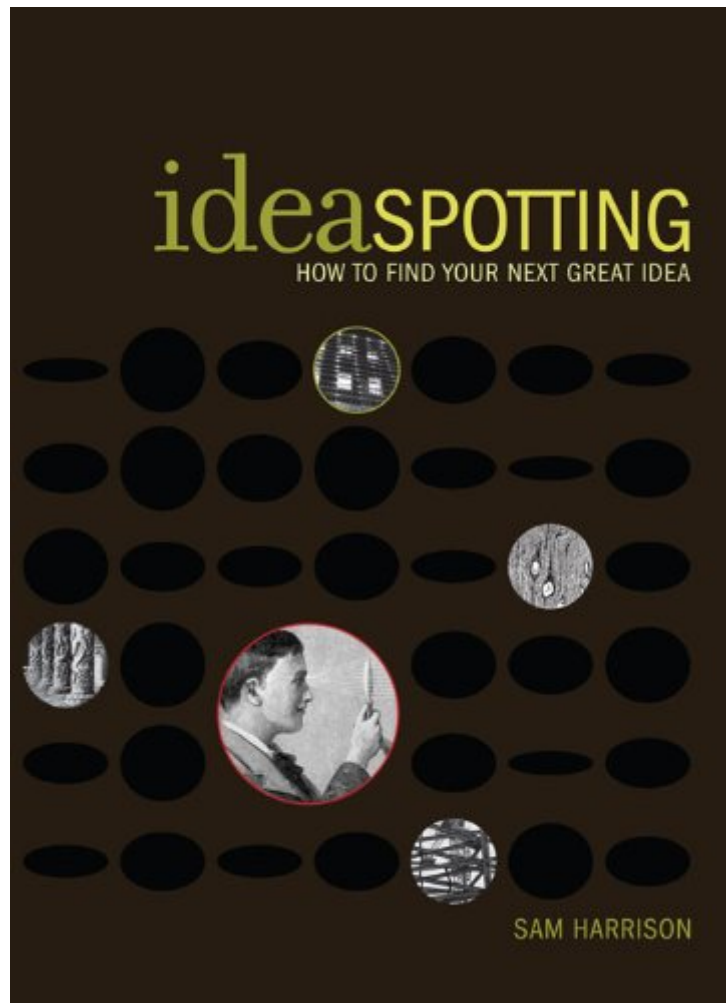


The book was found

# IdeaSpotting: How To Find Your Next Great Idea



## Synopsis

Positioning ideas as the fuel of business success and personal fulfillment, this indispensable resource helps readers find creative fuel by helping them discover insights and develop habits that lead to more and better ideas. Written in a punchy style with easily digestible single-page messages, the book inspires creativity simply through the way it looks and feels, but it is also packed with stories, interviews, quotes, tips, exercises, and real-world examples that show readers how to think outside the box "and then throw away the box." With an emphasis on listening and learning, the book demonstrates the importance of stepping outside of daily ruts and showcases the value of exploration through local and long-distance travel. Additional skills covered include the finding of ideas in nature, learning from one's mistakes, digging beneath the surface, and thinking more positively.

## Book Information

File Size: 6121 KB

Print Length: 256 pages

Publisher: Machillock Publishing (November 25, 2013)

Publication Date: October 15, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00G8NXGEK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #445,528 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #30

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Industrial

#39 in Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design > Design > Books

#137 in Books > Business & Money > Marketing & Sales > Marketing > Industrial

## Customer Reviews

Here's the skinny...This book is by far the easiest of all idea books to read, most relevant, most thorough, but potentially most dangerous. Before I make a couple critiques, don't let what I'm about to say dissuade you from buying this gem, these are just caveats and the book is still a deal!Page

25 - Alcan/CocaCola and Ethnography: When I read this I thought, "Great, I'll use ethnography to solve my innovation problems." Being the information pig that I am I checked this "idea" out with a professional, a doctor of Anthropology at the local university. We had a 30 minute chat and I came away with the thought "Alcan doesn't have a clue what they are talking about." What was described on page 25 was single variable observation, not ethnography. In fact, single variable observation has lead to problem after problem for marketers, Dr. "C" gave me these examples, 1) `Got Milk?' when marketed towards the Hispanic population translated into "Are you Lactating?" 2) McDonald's in parts of China had Ronald McDonald march in a parade, this was analogous to having the grim reaper march in the Santa Clause parade. 3) Chevy Nova in Mexico - we all know that one. And he gave me many other examples of major blunders that were directly attributed to single variable observation. Page 47 - Hasbro and the "Alpha Pups": This is an excellent example of a major short coming with this book - there is no depth. The book summed up a major research and development initiative in a hundred or so words. I chose the two examples because they are familiar ground for me. If you want to know how well a book is written analyze what was said against what you know. If there are faults then there are probably faults with the other sections.

[Download to continue reading...](#)

IdeaSpotting: How to Find Your Next Great Idea Will It Fly?: How to Test Your Next Business Idea So You Don't Waste Your Time and Money Seek and Find Can You Find Me? (Seek and Find Book) Stonescaping Idea Book (Taunton's Idea Book Series) Ribbon Trims: An Embellishment Idea Book (Embellishment Idea Books) Backyard Idea Book: Outdoor Kitchens, Sheds & Storage, Fireplaces, Play Spaces, Pools & Spas (Taunton Home Idea Books) Kitchen Idea Book (Taunton Home Idea Books) Window Treatments Idea Book: Design Ideas \* Fabric & Color \* Embellishing Ready (Taunton Home Idea Books) The Fifty-Year Mission: The Next 25 Years: From The Next Generation to J. J. Abrams: The Complete, Uncensored, and Unauthorized Oral History of Star Trek Good Food, Great Business: How to Take Your Artisan Food Idea from Concept to Marketplace Manage Your Day-to-Day: Build Your Routine, Find Your Focus, and Sharpen Your Creative Mind Manage Your Day-to-Day: Build Your Routine, Find Your Focus, and Sharpen Your Creative Mind (The 99U Book Series) How 30 Great Ads Were Made: From Idea to Campaign Kristy's Great Idea: Full-Color Edition (The Baby-Sitters Club Graphix #1) The Nexi Robot (Great Idea) The Idea Factory: Bell Labs and the Great Age of American Innovation The Songwriters Idea Book: 40 Strategies to Excite Your Imagination, Help You Design Distinctive Songs, and Keep Your Creative Flow A Beautiful Mess Photo Idea Book: 95 Inspiring Ideas for Photographing Your Friends, Your World, and Yourself One Simple Idea for Startups and Entrepreneurs: Live Your Dreams and Create

Your Own Profitable Company Shrek 2 (Look and Find) (Look and Find (Publications International))

[Dmca](#)