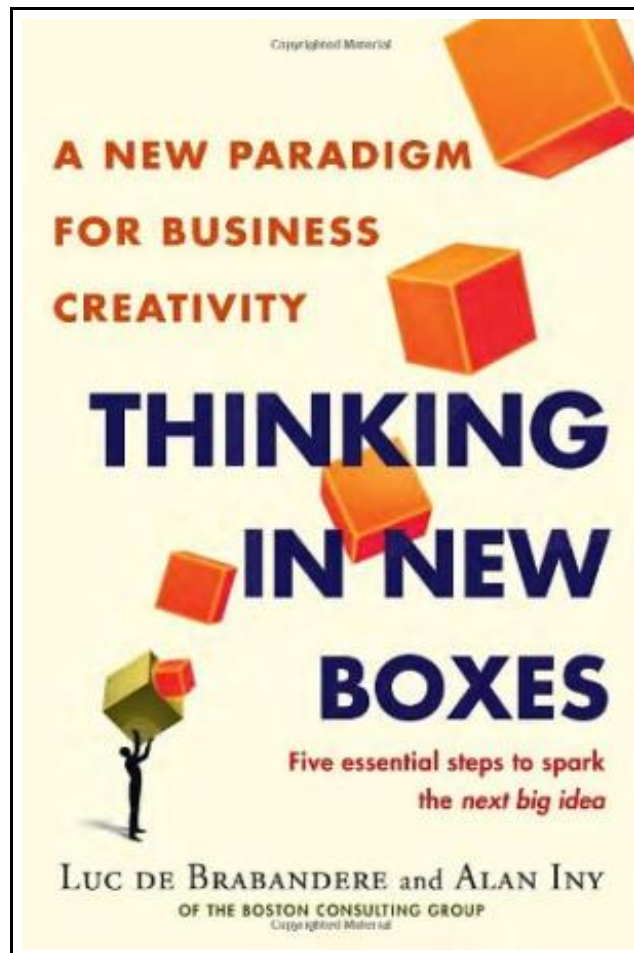


Thinking in New Boxes: A New Paradigm for Business Creativity



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THINKING IN NEW BOXES: A NEW PARADIGM FOR BUSINESS CREATIVITY



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Random House. Hardcover. Book Condition: New. Hardcover. 352 pages. Dimensions: 9.4in. x 6.1in. x 1.2in. When BIC, manufacturer of disposable ballpoint pens, wanted to grow, it looked for an idea beyond introducing new sizes and ink colors. Someone suggested lighters. LIGHTERS With an idea that seemed crazy at first, that bright executive, instead of seeing BIC as a pen company a business in the PEN box figured out that there was growth to be found in the DISPOSABLE box. And he was right. Now there are disposable BIC lighters, razors, even phones. The company opened its door to a host of opportunities. IT INVENTED A NEW BOX. Your business can, too. And simply thinking out of the box is not the answer. True ingenuity needs structure, hard analysis, and bold brainstorming. It needs to start THINKING IN NEW BOXES a revolutionary process for sustainable creativity from two strategic innovation experts from The Boston Consulting Group (BCG). To make sense of the world, we all rely on assumptions, on models on what Luc de Brabandere and Alan Iny call boxes. If we are unaware of our boxes, they can blind us to risks and opportunities. This innovative book challenges everything you thought you knew about business creativity by breaking creativity down into five steps: Doubt everything. Challenge your current perspectives. Probe the possible. Explore options around you. Diverge. Generate many new and exciting ideas, even if they seem absurd. Converge. Evaluate and select the ideas that will drive breakthrough results. Reevaluate. Relentlessly. No idea is a good idea forever. And did we mention Reevaluate Relentlessly. Creativity is paramount if you are to thrive in a time of accelerating change. Replete with practical and potent creativity tools, and featuring fascinating case studies from BIC to Ford to Trader Joes, Thinking in New Boxes will help you...



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