

The Idea Hunter: How to Find the Best Ideas and Make them Happen

By Andy Boynton, Bill Fischer

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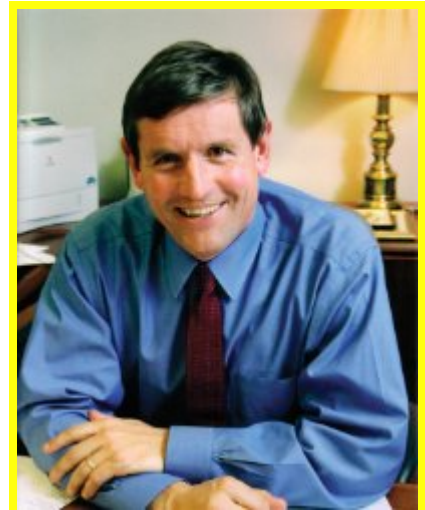
A different way of discovering and developing the best business ideas

Jack Welch once said, "Someone, somewhere has a better idea." In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. Idea Hunters know better. They understand that valuable ideas are already out there, waiting to be found - and not just in the usual places.

- Shows how to expand your capacity to find and develop winning business ideas
- Explains why ideas are a critical asset for every manager and professional, not just for those who do "creative"
- Reveals how to seek out and select the ideas that best serve your purposes and goals and define who you are, as a professional
- Offers practical tips on how to master the everyday habits of an Idea Hunter, which include cultivating great conversations

The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving "idea" companies. Warren Buffet, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.

Amazon.com Exclusive from the Authors: 10 lessons for anyone embarking on the Idea Hunt, the search for ideas that make a difference



Co-Author Bill Fischer

6. **Understand that failure isn't all it's cracked up to be.** In fact, you'll want to build failure into your Hunt for the best ideas, with the prolific use of prototyping (getting your ideas initially into some rough form). The point is to test your ideas as frequently as possible and to learn rapidly, before committing to a product or program.
 7. **Get the room right.** Arrange your physical workspace in ways that will help you collide with and generate useful ideas. For example, store your hot ideas in folders or piles that are visible. Make sure that the books and materials closest at hand are the ones you need for your current projects.
 8. **Push the Hot Buttons.** Link your idea to something that keeps the boss or client up at night. If you can do that, your idea will have a much better chance of getting noticed and winning acceptance.
 9. **Think compatibility, or "one revolution at a time."** Be ready to explain how your breakthrough idea fits into "the way we do things around here." An idea that requires too much change in an organization may never see the light of day.
 10. **Focus on "Try-ability."** Make it easy for people to try out your idea, before buying into it. Think like Apple, which lets people listen to 30-second snippets of music on iTunes before they buy a track or CD. Customers and colleagues are far more likely to sign on if they're less worried about making a decision they'll come to regret.
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Editorial Review

Review

"Humans make progress by discovering new ideas, but also, importantly, by repurposing the ones that already exist. Boynton and Fischer show how each of us can get better at this critical skill, identifying and reapplying existing ideas."

?Paul Romer, Senior Fellow, Stanford Institute for Economic Policy Research

"Hunting is an apt metaphor. Ideas exist everywhere in the wild. The trick is knowing where to look for them and how to capture them. Boynton and Fischer tell us how."

?Ron Sargent, Chairman & CEO, Staples, Inc.

"*The Idea Hunter* is unique. It's about curiosity, agility and perpetually hunting for better ideas. It's a must read for anyone who wants to compete and collaborate more effectively each and every day."

?Greg Brown, President & CEO, Motorola Solutions.

"This book upends a number of persistent myths about innovation and what it takes to be an 'idea person.' It shows that what's required is not spectacular creativity or remarkable IQ, but curiosity—a genuine desire to engage in a daily search for ideas. It will help transform the way you and your business operate."

?Jay Hooley, Chairman, President & CEO, State Street Corporation

"*The Idea Hunter* is not only an enjoyable read. It offers a practical method so that anyone or any firm can learn the secrets of harnessing the power of ideas to drive success."

? Laura J. Sen, President & CEO, BJ's Wholesale Club

"Boynton and Fischer offer powerful and practical advice on how to jump-shift the flow of ideas in your organization. This will become required reading for any leader intent on shaping a high-performance organization."

?Michael D. White, Chairman & CEO, DirecTV

Observe, ask questions, be curious, dare to throw odd ideas into a group's conversation to make it better. Be an Idea Hunter!

?Ton Büchner, CEO, Sulzer, Ltd

"My company aims to add about \$4 billion in new sales every year. This won't be possible without everyone in the organization contributing new ideas. *The Idea Hunter* is an essential guide to systematically developing this critical capability."

? Werner Geissler, Vice Chairman, Global Operations, Procter & Gamble

"Thrilling, fun, and inspiring, *The Idea Hunter* tells stories and discerns patterns of behavior and habits shared by the great innovators of the past century. It finds similarities among the greats ranging from Warren Buffet to Steve Jobs, and even going back earlier in the century to Walt Disney and Thomas Edison. Through brief stories and simple self-reflection exercises, this book distills the quirky essence of leading imagination in a way we can consume it, and hopefully aspire to become one with it.

? Aaron C. Sylvan, Serial Entrepreneur and Technologist (One Technology, TrustWorks, LemonadeHeroes, Sylvan Social Technology)

“We rely on using the ideas of thousands of experts to win against tough competition in a crowded market. Using *The Idea Hunter* as a trail map, any leader can win the daily wars of ideas that differentiate the innovator from the rest.”

?Jack Hughes, Chairman and Co-founder, TopCoder, Inc.

“Idea hunters are normal people, with a normal life in a common social contest. The only difference is that they have an open mind and are skilled in searching. This brilliant book is an ideal guide to achieve an open mind in our complex world.”

?Maurizio Marinelli, Visual Artist & President of Baskerville Research Center on Communication, Bologna, Italy

From the Inside Flap

"Breakaway ideas come to those who are in the habit of looking for them."

—**from the Introduction**

Ideas are arguably the most valuable asset in an information-based economy. But how do you find the best ideas—the kind that can boost careers, change organizations, and ramp up the value of projects? Why do some people seem to come up with these ideas whenever they need them?

In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the minds of brilliant people. High-value ideas come to those people who are in the habit of looking for such ideas—all around them, all the time. These are the Idea Hunters. Such people do not buy into the notion that the only great idea is a pristinely original one. They know better. They understand that game-changing ideas are already out there, waiting to be spotted and then shaped into an innovation.

The authors present an eclectic band of Idea Hunters, ranging from Thomas Edison, Mary Kay Ash, and Walt Disney, to Warren Buffett, Apple's Phil Schiller, and others including the leaders of Twitter, Pixar Animation Studios, and the Boston Beer Company. These people have certain characteristics embodied in the four I-D-E-A principles (Interested, Diverse, Exercised, and Agile). They also know their gig—their personal mission, and why it matters. They don't let the organization, job, industry, or profession define their Idea Hunt. And they recognize how the world around them connects with their plans and projects.

Step by step, *The Idea Hunter* unveils a strategy for unearthing new ideas in any industry or organization. It is a must-have resource for anyone who wants to tap into the successful business ideas that are just waiting to be rediscovered.

From the Back Cover

Praise for *The Idea Hunter*

"Humans make progress by discovering new ideas, but also, importantly, by repurposing the ones that already exist. Boynton and Fischer show how each of us can get better at this critical skill—identifying and reapplying existing ideas."

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Users Review

From reader reviews:

Gabriel Reed:

As people who live in often the modest era should be change about what going on or information even knowledge to make them keep up with the era and that is always change and progress. Some of you maybe may update themselves by examining books. It is a good choice in your case but the problems coming to an individual is you don't know what type you should start with. This *The Idea Hunter: How to Find the Best Ideas and Make them Happen* is our recommendation to make you keep up with the world. Why, because this book serves what you want and want in this era.

Amy Christensen:

Now a day individuals who Living in the era just where everything reachable by match the internet and the resources inside it can be true or not demand people to be aware of each information they get. How a lot more to be smart in receiving any information nowadays? Of course the answer then is reading a book. Examining a book can help individuals out of this uncertainty Information specifically this *The Idea Hunter: How to Find the Best Ideas and Make them Happen* book since this book offers you rich details and knowledge. Of course the details in this book hundred percent guarantees there is no doubt in it everybody knows.

Willis Harrington:

That reserve can make you to feel relax. This kind of book *The Idea Hunter: How to Find the Best Ideas and*

Make them Happen was colourful and of course has pictures on the website. As we know that book The Idea Hunter: How to Find the Best Ideas and Make them Happen has many kinds or variety. Start from kids until youngsters. For example Naruto or Detective Conan you can read and think that you are the character on there. Therefore , not at all of book are usually make you bored, any it offers up you feel happy, fun and chill out. Try to choose the best book in your case and try to like reading in which.

Debbie Gray:

What is your hobby? Have you heard this question when you got college students? We believe that that issue was given by teacher with their students. Many kinds of hobby, Everybody has different hobby. And you also know that little person similar to reading or as looking at become their hobby. You need to understand that reading is very important and also book as to be the factor. Book is important thing to provide you knowledge, except your teacher or lecturer. You discover good news or update about something by book. Numerous books that can you take to be your object. One of them is niagra The Idea Hunter: How to Find the Best Ideas and Make them Happen.

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