

Four\_Lenses\_Innovation\_Creative\_Thinking

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## Summary:

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The 4 Lenses - rowangibson.com Other books promise the keys to innovationâ€™this one delivers them. With a unique full-color design, thought-provoking examples, and features like the 8-Step Model for Building a Breakthrough, The Four Lenses of Innovation will teach you how to reverse-engineer creative genius and make radical business innovation an everyday reality inside your organization. The Heart of Innovation: The Four Lenses of Innovation In my brand new book "The Four Lenses of Innovation: A Power Tool For Creative Thinking," I debunk the pervasive myths that are holding us back in our ability to innovate.