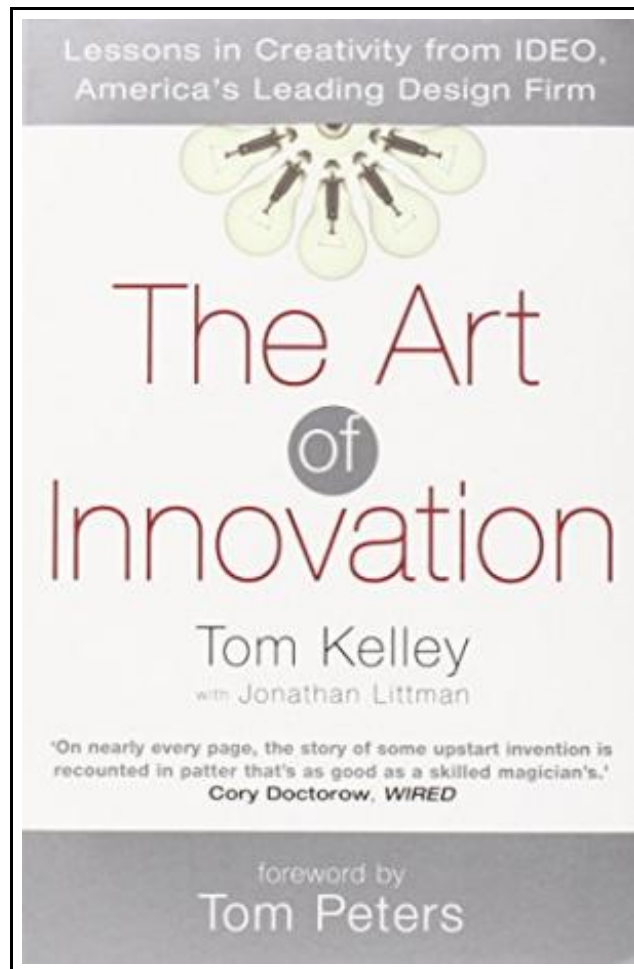


The Art of Innovation: Lessons in Creativity from Ideo, America's Leading Design Firm



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(Quinton Balistreri)

THE ART OF INNOVATION: LESSONS IN CREATIVITY FROM IDEO, AMERICA'S LEADING DESIGN FIRM



Profile Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Art of Innovation: Lessons in Creativity from Ideo, America's Leading Design Firm, Tom Kelley, Thomas Kelley, Jonathan Littman, An inspiring guide to managing creativity in a business environment from the co-founder of one of the most innovative design companies in the world. Discover the ten commandments of creativity, and much more. Founded by Thomas Kelley and his brother David (dubbed by Fortune the best inventor since Thomas Edison), IDEO is responsible for the first commercial mouse, a virtual reality headset for Sega and the handheld Audible Mobile Player - a new device that downloads recorded books from the internet. The company was recently challenged by US TV programme Nightline to redesign a traditional shopping trolley in just 4 days in front of the cameras. They took up the challenge with alacrity and produced a radically new design incorporating six small portable baskets fitted into the frame, an improved child's seat with play area, and back wheels that turn at 90 degrees so you can move your trolley sideways. IDEO is structured around small design studios, seen as 'villages', each with their own identity. But all of their office furniture is on wheels allowing individuals to move between projects. IDEO's methods are based on revolutionary principle of team creativity including: The best asset you have is your own brain The first set in building a fresh and creative corporate culture is the willingness to change Collaboration - not isolation - is the key to unleashing creativity Creativity increases profits, and The Art of Innovation demonstrates how to boost morale, productivity and consumer satisfaction - while having fun in the process.



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