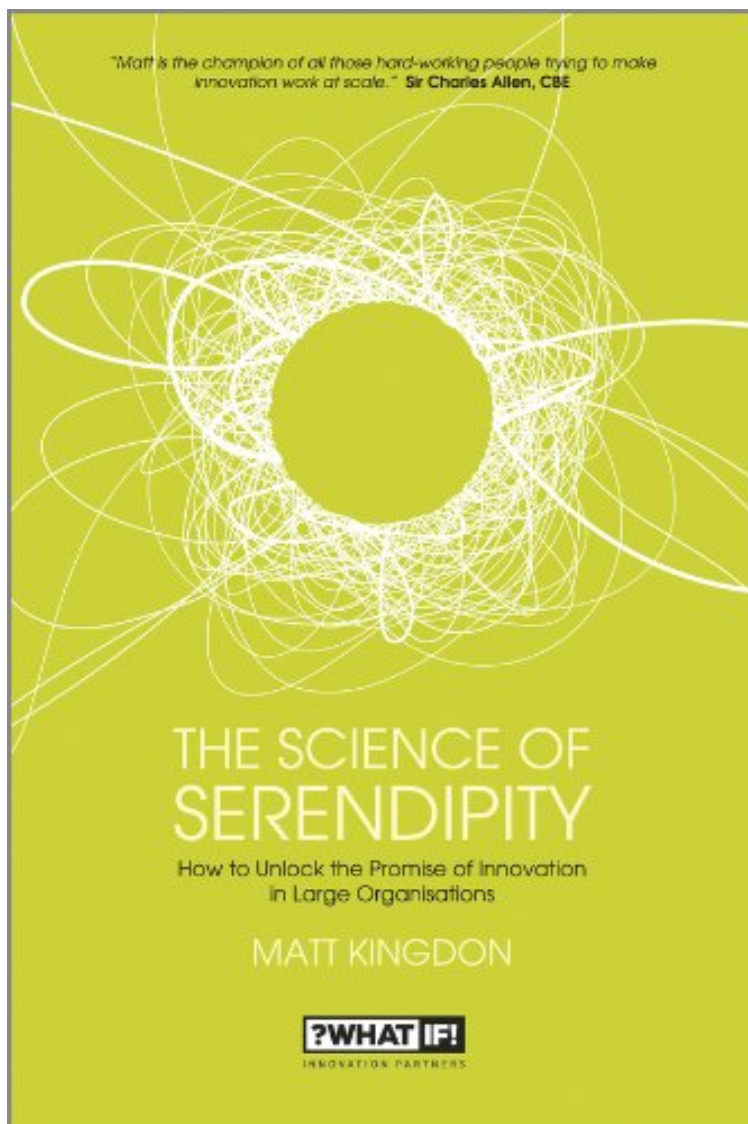


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# The Science of Serendipity: How to Unlock the Promise of Innovation



Par Matt Kingdon  
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## Description :

Prsentation de l'diteurInnovation. The word might make you think of Silicon Valley. But innovation isnt the sole province of start-ups. They didnt invent it, and theyre not always the ones from which we can best learn.

As Matt Kingdon argues inThe Science of Serendipity, its corporate innovators battling within large, established organisations who are the fields real heroes. Tapping into 20 years of experienceon the front lines of innovationbringing new products and services to market and helping organisations become more creativeKingdon dissects the ways in which corporations are continually reborn. He looks at the anatomy of innovation, asking: How do time-pressed executives go about taking risks? How do they prepare to seeand

seize opportunity? And how do you place humans, with all of their fears and foibles, at the heart of commercial success? In a conversational, jargon-free style built on a practitioners observations and anecdotes, *The Science of Serendipity* traces the dilemmas that executives in a wide variety of firms face. It details the steps taken to overcome the issues and get great ideas across the finish line. If you're looking for a guide in your fight against the corporate machine, this is the business book for you. Matt Kingdon is the Co-founder, Chairman, and Chief Enthusiast of What If! Innovation Partners. For 20 years, What If! has partnered with the worlds most successful, forward-looking companies businesses such as Barclays, Four Seasons, Google, PepsiCo, Pfizer, and Virginto galvanise innovation and deliver impact. Its 250 inventors work across the Americas, Europe, and Asia.

Revue de presse Jampacked with eyeopening real world examples of how brilliant ideas can solve difficult real world problems. (London Loves Business, 20th December 2012) Colourful, lively and interesting (Management Today, March 2013) This is a treasure trove of insight from a real expert in the field and there are lessons to be learnt on every page. It s really all about how to make new ideas less of a happy accident if you only read one book this month (Business Life, April 2013) The book is packed with great stories to inspire ideas the great many provocations in the book, nicely told, make it one of the better books on the topic. Although it fails to offer a strong methodology, it does collect all the latest thinking into one place and is a great place to start (B2B Marketing, May 2013)

Prsentation de l'diteur Innovation. The word might make you think of Silicon Valley. But innovation isnt the sole province of start-ups. They didnt invent it, and theyre not always the ones from which we can best learn. As Matt Kingdon argues in *The Science of Serendipity*, its corporate innovators battling within large, established organisations who are the fields real heroes. Tapping into 20 years of experience on the front lines of innovation bringing new products and services to market and helping organisations become more creative Kingdon dissects the ways in which corporations are continually reborn. He looks at the anatomy of innovation, asking: How do time-pressed executives go about taking risks? How do they prepare to see and seize opportunity? And how do you place humans, with all of their fears and foibles, at the heart of commercial success? In a conversational, jargon-free style built on a practitioners observations and anecdotes, *The Science of Serendipity* traces the dilemmas that executives in a wide variety of firms face. It details the steps taken to overcome the issues and get great ideas across the finish line. If you're looking for a guide in your fight against the corporate machine, this is the business book for you. Matt Kingdon is the Co-founder, Chairman, and Chief Enthusiast of What If! Innovation Partners. For 20 years, What If! has partnered with the worlds most successful, forward-looking companies businesses such as Barclays, Four Seasons, Google, PepsiCo, Pfizer, and Virginto galvanise innovation and deliver impact. Its 250 inventors work across the Americas, Europe, and Asia.