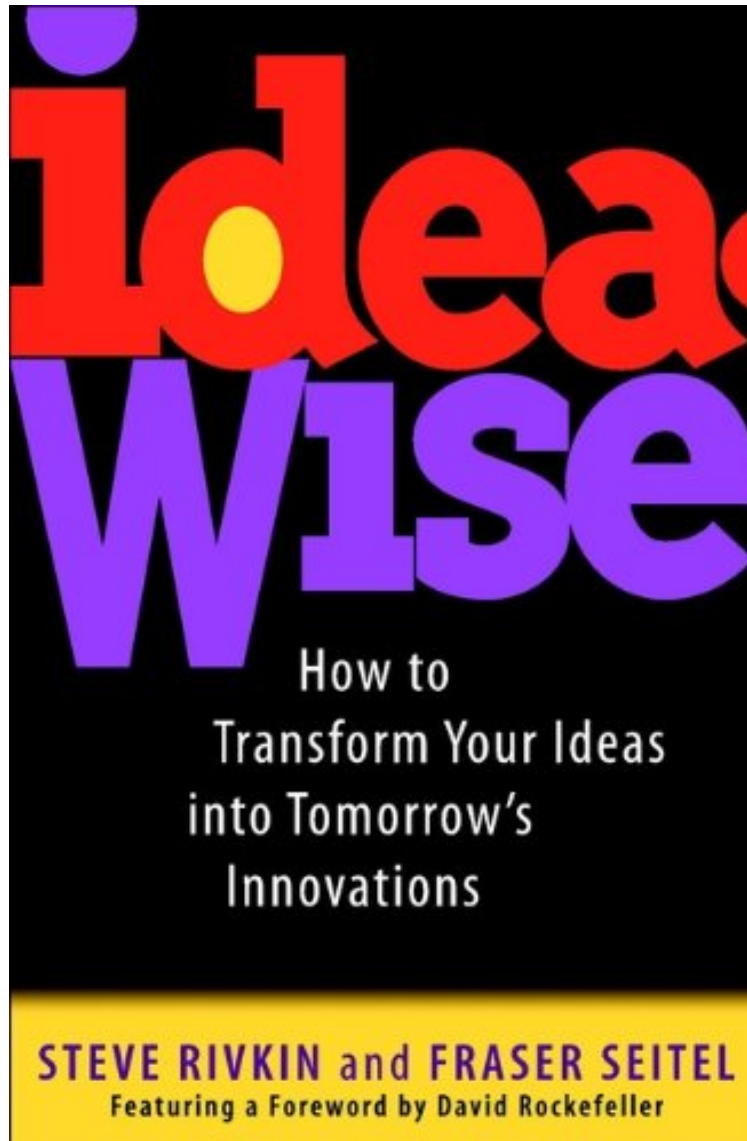


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IdeaWise: How to Transform Your Ideas into Tomorrow's Innovations

Steve Rivkin, Fraser Seitel

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Steve Rivkin, Fraser Seitel : IdeaWise: How to Transform Your Ideas into Tomorrow's Innovations before purchasing it in order to gauge whether or not it would be worth my time, and all praised IdeaWise: How to Transform Your Ideas into Tomorrow's Innovations:

2 of 2 people found the following review helpful. Ideas can be creatively recycledBy Garrett E. BergmanSteve Rivkin and Fraser Seitel have written a book that gives you permission to be "creative" by "copying" someone else's ideas. They demonstrate that what may be "new!" and "innovative" in one field can be a tried and true, accepted principle or

application in another field. They point out, with great examples drawn from a variety of industries, how "revolutionary" ideas have been, and continue to be, actually "borrowed" from unrelated areas. They demonstrate with numerous examples how the success of the adapted application can surpass the success of the original application. This is not a new concept in some fields; that the synthesis of ideas or perspectives from two different disciplines can lead to some higher concept or value in a third may be well known and taken for granted in some fields, but never applied in so practical and enjoyable a manner as in this book. In a sense, they have "borrowed" and applied dialectics to marketing. Written in a very practical, irreverent and humorous style, Rivkin and Seitel provide the reader with very practical advice about how to generate more and better ideas by increasing your awareness of the world around you. They actually provide step-by-step guidance on things that will work and specific principles that have to be followed to be successful. They led me to a different way of thinking about things, and for the first time in my 50-some years I am actually carrying around a notepad on which to jot down observations that will at some time find their way into my idea-making. I have read many of Rivkin's earlier contributions, and those authored by Trout and Ries, but this is the best-developed and most useful how-to book with which Rivkin has been associated so far. And they picked "Ideas", the topic on which business and cultural growth is rooted. Who can't use this help? 1 of 1 people found the following review helpful. Instantly Useful By A Customer Messrs. Rivkin and Seitel serve up a veritable feast of practical ways to stimulate ideas. A central theme is the importance of borrowing -- and transforming -- existing ideas. There is a sort of modern updating of Horace's definition of creativity as being "A new blend of familiar ingredients." Nice company to keep, guys. 0 of 0 people found the following review helpful. One of those business essentials By Capitan Video IdeaWise combines business wisdom with fast-moving humor. I found myself highlighting something on just about every page, and having a chuckle or two along the way. This book is very cashew-like: each little nugget is tasty, and you don't want to stop eating them.

An easy-to-understand and easy-to-implement method for creating new ideas and new products This book blows the lid off the so-called "idea gurus" by demystifying the creation of great new innovations. It offers readers a way to look at their company's existing products and services in order to transform them into new ideas. Well-known and respected authors Steve Rivkin and Fraser Seitel take readers into the Idea-Scape, a place where innovation is born from existing ideas transformed and manipulated in inventive ways to produce new products and business solutions. Examples of methods outlined include: What can you combine with an existing idea? What can you adapt? How can you put a product to other uses? What can you eliminate? . . . and much more.

"...this book is highly entertaining and readable...excellent read-fun and informative...well worth reading and may stimulate a good deal of thought..." (The Marketing er, Winter 2002) From the Inside Flap Innovation is a critical factor in business success today. However, companies can often find themselves stuck when trying to come up with a truly "new" idea. What they don't realize--and what this book reveals--is that it's not necessary to reinvent the wheel or hire a high-priced consultant to be truly innovative. Instead, you need to learn that the most creative and dynamic ideas are already there, just waiting for you to adapt them to your needs. It's called becoming IdeaWise. Steve Rivkin and Fraser Seitel demystify the creation of great new innovations in IdeaWise, showing you how to foster fresh thinking that solves problems and propels business. They demonstrate how to borrow an existing idea and manipulate it in inventive ways to produce new products and business solutions. Inside, you'll find easy-to-understand methods that prove that a subtle twist on an idea can make a huge impact on business, including: * What can you combine with an existing idea? (Band-Aids are now available with antibiotic ointment already on the pad.) * What can you magnify or minimize? (McDonald's and Pizza Hut are shrinking their outlets to fit inside airport terminals.) * What can you eliminate? (Saturn did away with pushy salespeople to address customers' fears of the car-buying process.) * What can you reverse? (Lego did an about-face on an ill-advised diversification and returned to its core business.) * What can you bring back? (Commerce Bank is bringing back the old values of long hours and personal service in consumer and small business banking.) The authors reveal how anyone can be creative and transform new ideas through logic, common sense, and practicality. You'll discover what you should beware of in the "Idea Industry," consultant speak, and formulaic solutions. And you'll explore the three major process steps that will make you IdeaWise: * How to work most effectively by yourself on new ideas * How to work most effectively on new ideas in a group setting * How to begin evaluating your ideas Converting innovative ideas into organizational action takes courage, boldness, and no small amount of passion. With IdeaWise, you'll conquer any fears and doubts and bring to life the forward-thinking innovations that will inspire and invigorate your company. From the Back Cover Innovation is easy when you're IdeaWise "Since marketing is basically a battle of ideas, coming up with a good one is paramount. In that respect, IdeaWise should help you enormously." -Jack Trout, President, Trout Partners Ltd. author of Big Brands, Big Trouble: Lessons Learned the Hard Way "Ideas and innovations are sometimes spontaneous, but more commonly they are the product of training and awareness. This practical book tells you how to turn your ideas into gold." -Richard D. Lamm, three-term Governor of Colorado "Ideas are one of the key currencies of marketing. IdeaWise, quite simply, will help marketers, big and small, produce more and better actionable ideas." -Bill Duggan, Adjunct Associate Professor, New

York University, Stern School of Business "New ideas are all around us- a very simple (yet universally misunderstood) premise from this refreshingly irreverent and eminently practical guide to the ideation process. IdeaWise is essential reading for today's marketing professional." -William McDaniel, Director, Public Affairs, ALSTOM Inc. "IdeaWise should be required reading for every manager in America. It will save your company thousands of dollars in consultants' fees and help you create a stream of revenue of millions of dollars from the new products and services you will develop." -Jack McConnell, MD, former Johnson Johnson executive founder, Volunteers in Medicine Clinic "It's very tough for any organization to come up with really new and different ideas that can actually be implemented. This is the first book that actually tells you how to do it-from A to Z." -Andrew Garvin, President, Find/SVP, Inc. "Rivkin and Seitel have written an innovative book, crammed with example after example to get your thinking started." -John Harty, Chairman, National Council of Community Hospitals