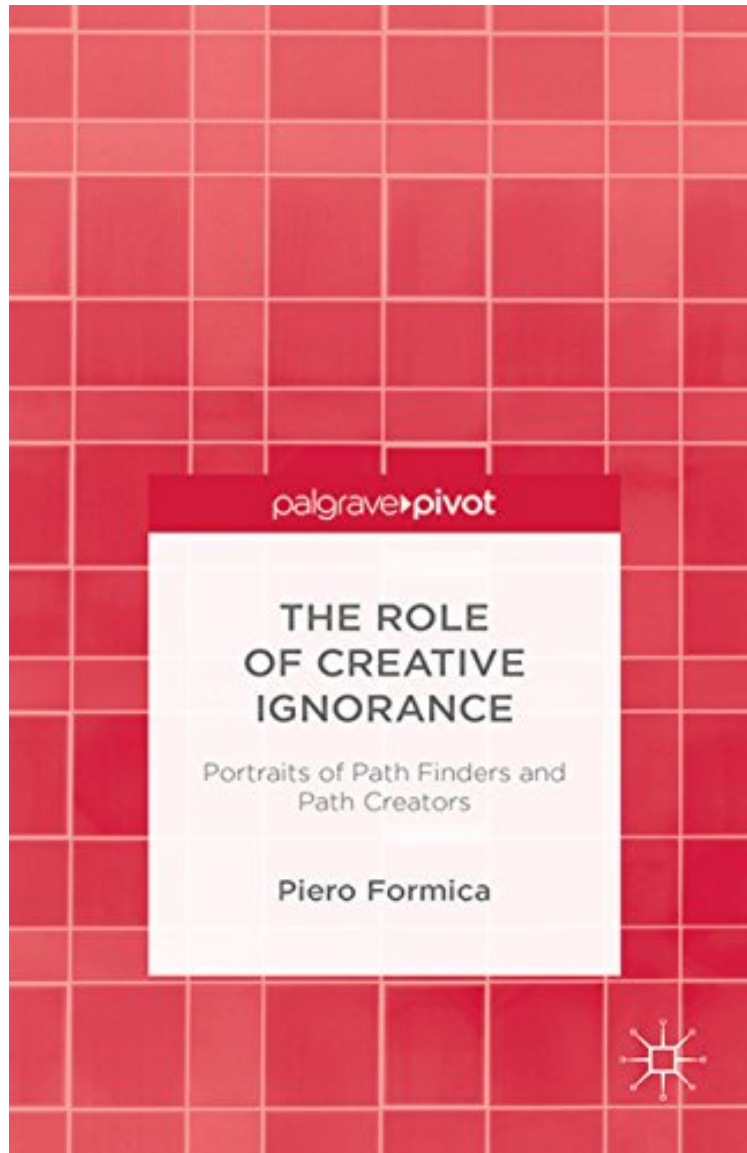


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# The Role of Creative Ignorance: Portraits of Path Finders and Path Creators

*P. Formica*

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**P. Formica : The Role of Creative Ignorance: Portraits of Path Finders and Path Creators** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Role of Creative Ignorance: Portraits of Path Finders and Path Creators:

0 of 0 people found the following review helpful. An Essential Read for Entrepreneurs and Innovators By Jennifer Ann Gordon Piero Formica's; THE ROLE OF CREATIVE IGNORANCE: PORTRAITS OF PATHFINDERS AND

PATH CREATORS is fresh air. Not pedantic in the least, THE ROLE OF CREATIVE IGNORANCE is gritty, exciting, and actionable. Formica furnishes incontestable proof that Creative Ignorance is an invaluable asset. Richly hued with street-smart examples, memorable word pictures, and insight from diverse people, Formica's THE ROLE OF CREATIVE IGNORANCE is a beacon of light in the finite, unimaginative, uninventive world of certainty. There is never a dull moment in the reading of this book, as it poses a way to see and be differently in order to create and innovate. Simple, direct and bold, THE ROLE OF CREATIVE IGNORANCE unshackles the learner from traditional waterwheel methodologies and reasoning. Beautiful! Who would attempt to drive looking only in their rear-view mirror to move forward? Preposterous! Then why do we drive our companies and our lives fixated on known-knowledge and certainty? Formica writes, "The majority of innovators think of change as an extrapolation of past events that seeks to improve what they already know how to plan and do. The probability of success can be measured: the risk lies in the measurement. However, committed to remake and invent a world that does not exist today, a minority of innovators decide to change themselves and leave behind the daylight of certainty, advancing into the dark night of unmeasurable uncertainty. For them, ignorance is not a barrier to action. What will happen along the pathway to the future they will discover as part of the process of remaking and inventing..." Piero Formica's THE ROLE OF CREATIVE IGNORANCE: PORTRAITS OF PATHFINDERS AND PATH CREATORS pierces the callousness of certainty to go right to the heart of vibrant, responsive, adventuresome entrepreneurship and innovation. A must-read...

Traditionally, company experts and outside collaborators innovate by developing the knowledge map. Success or failure of incremental innovation hinges on this path. The Role of Creative Ignorance suggests the knowledge map should be abandoned and replaced with a new methodology, that of creative ignorance. With over 30 years of experience in international economics and entrepreneurship, Piero Formica explores the concept of creative ignorance in combination with path creation and its disruptive effect on entrepreneurship. Using narrative examples of innovators and companies worldwide, he introduces the characteristics of successful path creators that overstep the boundaries set by knowledge maps to open up new, unprecedented routes and connect them each other. In doing so, path creators reveal latent, unexpressed needs of consumers and drive innovation forward.

About the Author Piero Formica is the founder of the International Entrepreneurship Academy and is Senior Research Fellow at the Innovation Value Institute of the Maynooth University, Ireland, where he leads an international research team on experimentation of high-expectation start-ups. Dr. Formica is also the course leader of Experimental Entrepreneurship at the University Centre for Entrepreneurship, Design and Innovation. As of November 2014, he is Associate Professor at ISTECH, France.