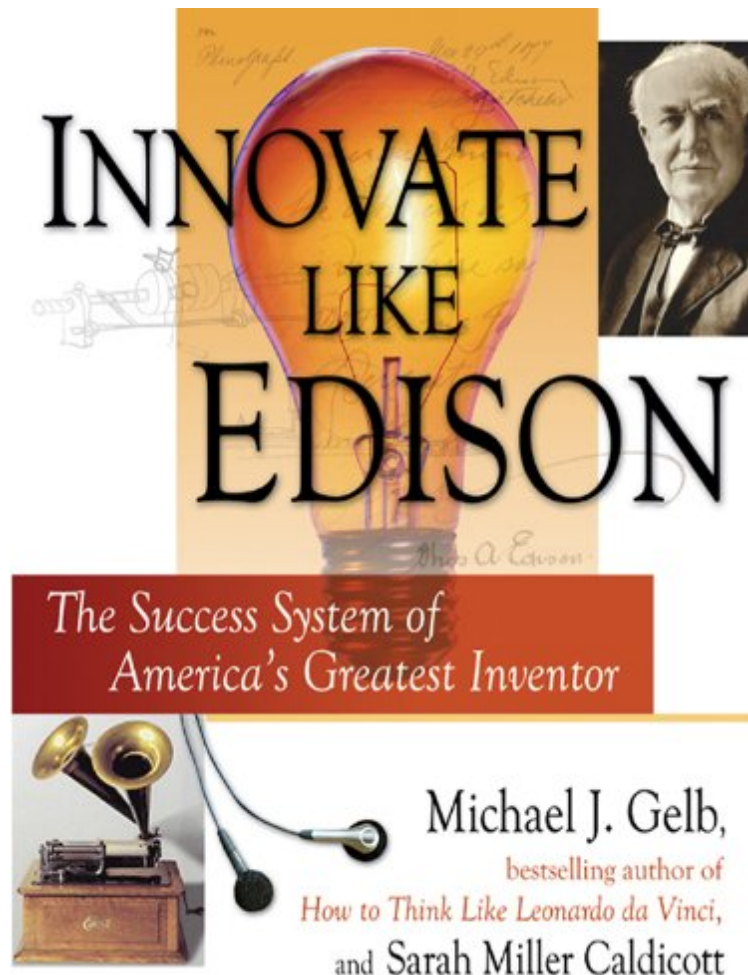


Innovate Like Edison: The Five-Step System for Breakthrough Business Success

Michael J. Gelb, Sarah Miller Caldicott
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Michael J. Gelb, Sarah Miller Caldicott : Innovate Like Edison: The Five-Step System for Breakthrough Business Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovate Like Edison: The Five-Step System for Breakthrough Business Success:

0 of 0 people found the following review helpful. Learn the Secrets of Systematic Innovation By Susan M. Harris The fundamental premise of this book is that Innovation is a Science not an art form. It can be practiced and honed to a superior skill by anyone or any collaborative group. I had the pleasure of hearing Sarah Miller Caldicott, the great grandniece of Thomas Edison and co-author of this book, back in October, 2011. She was presenting the concepts found in this book to a group of business leaders. The presentation intrigued me enough to seek out the book and devour it. The book breaks down the process of systematic innovation into five clearly-defined and actionable competencies with five supporting elements under each competency. This step-by-step outline to innovation is vastly

different than many theories of innovation which focus more on the creative process. These other approaches can oftentimes be difficult to operationalize in a corporate environment. Interspersed with the nuts and bolts of the Innovate Like Edison process are fascinating facts about Thomas Edison and his colleagues. I found the photos and his hand drawings of innovations intriguing. It is particularly impressive to see a simple line sketch drawing of an idea juxtaposed with the version which was used as visual support for Edison's patent application for the incandescent light bulb. I particularly liked the concept of keeping a notebook to foster and capture creative thinking. Coupled with the suggestion to use drawings and doodles to capture ideas rather than just words, this is definitely a unique approach unlike others I have been exposed to. The Literacy Blueprint at the back of Part Two is a wonderful summation of the Edison Innovation Process. I also found the self assessment and competency tools to be very actionable. I recommend this book for all people who are seeking to jump-start the innovation process in their organization. This is not just for RD.0 of 0 people found the following review helpful. Michael Gelb does a great job of weaving the story of Edison's life with ...By Bama79 Michael Gelb does a great job of weaving the story of Edison's life with the lessons that Edison taught us. In the end, you understand the man (including his faults) and the processes for innovation that he developed and perfected.0 of 0 people found the following review helpful. Mr. Gelb does it again By Mike This book is for those who love to innovate, invent, and imagine whatever it is you desire. If this book does not make you better at what you do, I don't know what can. The way he breaks down everything is so thorough. Greatly detailed book. I recommend this to all entrepreneurs, inventors, and people who just want to become a better creative person. This will remain with me for the rest of my life. I hope you enjoy it as much as I did. 5 stars.

Read Sarah Miller Caldicott's posts on the Penguin Blog. Michael J. Gelb, author of the international bestseller *How to Think Like Leonardo da Vinci*, and Sarah Miller Caldicott, a descendant of Thomas Edison, introduce a revolutionary new system for successful innovation. Bestselling author Michael J. Gelb and Sarah Miller Caldicott introduce a carefully researched, easy-to-apply system of the five success secrets inspired by the creative methods of Thomas Alva Edison. The greatest innovator in American history, Edison set the stage for America's global leadership in innovation by his focus on practical accomplishment. Now Gelb and Caldicott apply the best practices of this American genius to contemporary business situations to help today's leaders harness their own innovative potential. *Innovate Like Edison* is a blueprint for success that will enable executives and entrepreneurs to revitalize their own ingenuity and thrive in today's culture of innovation.