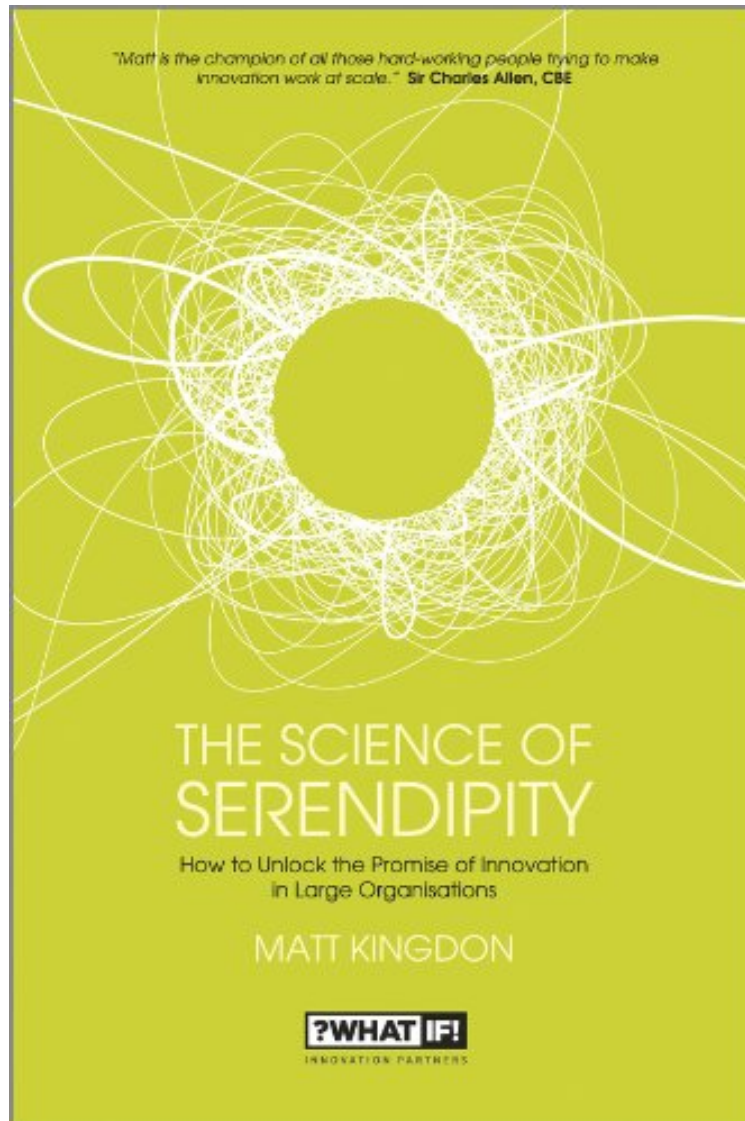


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The Science of Serendipity: How to Unlock the Promise of Innovation

Matt Kingdon

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Matt Kingdon : The Science of Serendipity: How to Unlock the Promise of Innovation before purchasing it in order to gage whether or not it would be worth my time, and all praised The Science of Serendipity: How to Unlock the Promise of Innovation:

0 of 0 people found the following review helpful. A resource for inspiration, ideas and great examples of innovation in large companiesBy VanessaAs a consultant I am always craving to hear about other consultant's journeys and stories. This book is a collection of examples, stories and ideas about approaching innovation in large companies. I appreciate

the ease-of-reading and easy to understand examples. Every time I picked up the book I felt inspired and buzzing with new ideas. I also felt inspired to push myself to take more risks and be bigger and bolder. I will likely read this book again, for boost of inspiration. The book is personal, professional and clear. I highly recommend this to any other consultants, business leaders or entrepreneurs. 1 of 1 people found the following review helpful. Matt Kingdon innovates innovation! By Karen Ramsey-Idem I am reading a number of articles and books on innovation - what facilitates innovation, what suppresses innovation, etc. - and this book is my favorite among all I have read thus far. Matt Kingdon approaches this in a frank and humorous manner and conveys a huge amount of information in a volume that takes about 2 hours to read. The examples he provides have depth and rich details. The photographs are well selected and relevant. I especially appreciated the organization he uses in this book with the "30 second highlights". This book can be used by anyone trying to improve collaboration and innovation within and across organizations. This can be used in corporations, academic settings and in nonprofits. This is a book I keep close at hand and reference frequently. Conveniently, it is available as an ebook and in print. If you are trying to change the culture of your team and promote innovation / creativity, this is a must-read. 1 of 1 people found the following review helpful. A must read for people and companies that need to rekindle the innovation fire! By pcjharrison I'm in awe of people and companies that have track record of innovation (not one off innovations but that innovate again and again). This may be easier for small companies or penniless entrepreneurs. If they don't innovate they might die (necessity is still the mother of most inventions). It's much harder for larger companies to do so and to do so systematically. This is without a doubt the best and most practical guide I've read on how to create and sustain a true culture of innovation that with practice stands to increase the quantity and quality of innovations in any organization.

Innovation. The word might make you think of Silicon Valley. But innovation isn't the sole province of start-ups. They didn't invent it, and they're not always the ones from which we can best learn. As Matt Kingdon argues in *The Science of Serendipity*, it's corporate innovators battling within large, established organisations who are the field's 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 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 practitioner's 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 to 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 world's most successful, forward-looking companies—businesses such as Barclays, Four Seasons, Google, PepsiCo, Pfizer, and Virgin—to galvanise innovation and deliver impact. Its 250 inventors work across the Americas, Europe, and Asia.

Jam-packed with eye-opening 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) From the Back Cover What if we tried something new? To innovate at scale, and do it over and over, is the great business challenge. To see through the fog, connect the dots, battle the machine and drive an idea to launch is the Holy Grail for the corporate innovator. Much of the innovation in big business appears to be a happy accident—born out of luck rather than planning. But "luck" is the label of the onlooker. Corporate innovators know how to make their own luck—they force connections, try things out and never give up. This is *The Science of Serendipity* and to benefit from it takes determination, provocation, experimentation and political savvy. About the Author MATT KINGDON has been at the front line of innovation for more than 20 years. What If!, the company he co-founded, partners with the world's most successful, forward-looking companies to galvanise innovation and deliver impact. In plain English, Kingdon tells the stories of companies grappling with innovation at scale, how they've succeeded or struggled, and what this can teach ambitious, frustrated corporate executives. "Bottom line: you are not alone and this is the practical guide for you." John Kao, creator of Harvard Business School's Innovation program Chairman of the Global Advisory Council on Innovation of the World Economic Forum