

# 《关于创意的创意NEW IDEAS ABOUT NEW IDEAS》

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## 内容简介

A one-of-a-kind glimpse into the essence of creativity, with inspiring insights from some of the world's most creative minds.

In *New Ideas About New Ideas*, Shira White offers a fresh, lively, and inspiring perspective on innovation. Drawing from in-depth interviews with dozens of today's most fascinating people--from architect Frank Gehry to physicist Brian Greene--White illustrates how anyone can achieve a creative mindset and let the sparks fly. Whether you are building a new organization, turning around a company, launching a new ad campaign or product line, or staying a step ahead of your competitors on any front, *New Ideas About New Ideas* is bound to change the way you look at your life, your work, and your world.

Shira P. White, G. Patton Wright is President of the SPWI Group, a leading innovation management and new product development consulting firm. An accomplished painter and writer, she has served as an instructor at the Pratt Institute and lecturer at NYU's Stern Graduate School of Business and School of Visual Arts. She lives in New York City.

## 目录

Preface

Introduction

Sizzling Spaces: Making Innovation Happen

Spark Soup: Where Innovation Begins

Bubbling: New Approaches to Idea Development

The Valuations Struggle

Going Live: Bringing New Ideas to Life

Integrated Circuitry: Mechanisms of Innovation Action

Rocket Design: Innovating the Organization

Featured Organizations and Individual Profiles

Notes

Credits

Index

About the Author

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