



The Little Black Book of Innovation: How It Works, How to Do It

Scott D. Anthony

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Innovation may be the hottest discipline around today—in business circles and beyond. And for good reason. Innovation transforms companies and markets. It's the key to solving vexing social problems. And it makes or breaks professional careers. For all the enthusiasm the topic inspires, however, the practice of innovation remains stubbornly impenetrable.

No longer. In *The Little Black Book of Innovation*, long-time innovation expert Scott D. Anthony draws on stories from his research and field work with companies like Procter & Gamble to demystify innovation. In his trademark conversational and lively style, Anthony presents a simple definition of innovation, breaks down the essential differences between types of innovation, and illuminates innovation's vital role in organizational success and personal growth.

This unique hybrid of professional memoir and business guidebook also provides a powerful 28-day program for mastering innovation's key steps:

- Finding insight
- Generating ideas
- Building businesses
- Strengthening innovation prowess in your workforce and organization

With its wealth of illustrative case studies and vignettes from a range of companies around the globe, this engaging and potent playbook is a must-read for anyone seeking to turn themselves or their companies into true innovation powerhouses.

The Little Black Book of Innovation: How It Works, How to Do It Details

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Matt says

So you bought this book? My advice: rip out the first half all the way up to the 28 day innovation program and throw it in the trash. Then thank me.

The first half of the book goes something like this: Anthony: "So and so is soooo successful and an awesome innovator. Oh, did I mention he went to Harvard Business School?"

After you get through all the BS, Anthony describes a set of steps in his 28 day innovation program to systematically think about how to innovate. This portion of the book is actually pretty solid and worth your time.

Divakar says

Normally stay away from Management / Self Help / Innovation and Quality books (Read enough of them in life). However, got this book free when I went to a corporate event where Scott Anthony, the author was the speaker. One of the few books written in an easy to read and humorous manner.

Must read for all who have even a passing interest in Innovation.

Pp D says

If you really plan to get into the Innovation game, this is a must! You'll find a great introduction to the topic and sources to dig deeper into all things Innovation, including history, theory and case studies. Plus you'll follow an enjoyable 28-day seminar that doesn't really take any extra time from your daily activities (it's actually just about going on with your daily activities but finding opportunities for awesomeness along the way).

Serge Boucher says

I found this book irritating, because it both describes innovation as the greatest thing in the world while defining it as something prosaic, debasing the meaning of the word. The "innovator's pledge" at the end is especially corny and cringe-worthy.

Nevertheless, it's a useful little book, with a few good tricks and a nice collection of sources for further study. Recommended if you're just discovering the "field".

Niptech says

Un livre sur l'innovation avec un programme de 28 jours à suivre pour devenir un meilleur innovateur. Beaucoup de concepts intéressants, bien expliqué mais le programme est un peu faible, avec des exercices un peu faciles. Cette partie donne une impression de tirer en longueur pour absolument atteindre 28 jours. Ceci dit, un bon livre quand même, content de l'avoir lu.

Catherine Von Bargaen says

This book was recommended to me by a colleague. It had some good points about innovation and practical application in the workplace. However, it was a little broad-reaching at times, as this book attempted to list another 50 books that deal with innovation. The author worked at Innosight, the strategic innovation firm that was founded by Clayton Christensen, who many believe to be the father of innovation, or perhaps disruptive innovation. I may re-read the paper copy of this book sometime and try to apply some of the tips to my own life. I listened to the audio book for this one, and it did hold my interest most of the time. I really liked the real world examples with large companies like Apple and Procter & Gamble. Now, time to read a book for pleasure!

Jay says

Listened to this book via audible. The second half (28 day innovation program) was extremely informative and beneficial. Lots of example and illustrations from companies like Cisco, Google, Apple, etc. Had I been reading a physical book, the first half would have been tough to get through. It was a bit too academic, but listening on my way to work (30min) made it tolerable.

Suraj Patil says

The book is good, takes us through a journey about how one should think and go ahead with innovation. There is a comprehensive 28 day way of doing innovation. The book is a big deal in the scenario where there are orthodox ideas lurking around in the world where idea is the only thing that matters or the other thing where idea doesn't matter at all.

Manu says

Kinda OK read. Some good granular details about how to start looking for new opportunities to innovate. I like the 28 day innovation program which the book focuses on. Many real time examples from P&G. A very good read for someone with entrepreneurial goals. The 4 themes based approach to innovation is pretty neat - idea discovery, brainstorming, blue print of final idea, and execution.

Regina says

This is a great book for "the beginner" looking to discover what the latest buzzword "innovation" is about. It offers great examples, and practical advice on incorporating Innovation into an organization. While focused on the corporate environment, the same principles can be applied to other organizations such as government and academia.

Because I intend to recommend this books to my colleagues, this book deserves 5-stars.

Earl Gray says

This just arrived in the mail 05.02.12 - reading this one on the jacket cover recommendation of William Taylor, Fast Company magazine cofounder.

Fabio Salvadori says

Great book. A lot of ideas. I read it as a normal book but it has more to it. So, I will read it again soon to do the 28 days program proposed in the second part of the book.

Leah says

This book is far from mind blowing. It merely reviews principles you have probably picked up in past work experience or other books. What it does well is give you solid reminders of how to work well and creatively and a 28 day plan to actually get your mind working to think more creatively. I do think it's worth it. I listened to it in audiobook form and think that it's a good one to listen to during your commute to get you thinking about the things you need to look at differently at work. Worth the listen.

Christine says

It would have been more useful to read this book while I was working on a project, but it's all very useful advice anyway. I really like Anthony's style. It's conversational and relatable. His footnotes were a little hokey, but I thought they were funny.

The best thing I got out of this book was a list of a ton of other great books and authors to look up. My reading list is long!!

Toshi says

Easy to read lots of good advices for entrepreneurs and intrepeneurs. Recommend to all my colleagues in P&G.
