

# The Art of Innovation Lessons in Creativity from IDEO Americas Leading Design Firm

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## BOOK DETAILS

- Author : Tom Kelley
- Pages : 320 Pages
- Publisher : Crown Business
- Language : English
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## **BOOK SYNOPSIS**

There isn't a business that doesn't want to be more creative in its thinking, products and processes. In *The Art of Innovation*, Tom Kelley, partner at the Silicon Valley-based firm IDEO, developer of hundreds of innovative products from the first commercial mouse to virtual reality headsets and the Palm hand-held, takes readers behind the scenes of this wildly imaginative company to reveal the strategies and secrets it uses to turn out hit after hit. Kelley shows how teams:

- Research and immerse themselves in every possible aspect of a new product or service
- Examine each product from the perspective of clients, consumers and other critical audiences
- Brainstorm best when they are focussed, being physical and having fun

*The Art of Innovation* will provide business leaders with the insights and tools they need to make their companies the leading-edge top-rated stars of their industries.

### **THE ART OF INNOVATION LESSONS IN CREATIVITY FROM IDEO**

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