

CONTENTS

- 1 Don't Read this Book 1

The Big Picture: Understanding and Overcoming Barriers to Innovation

- 2 It All Depends on How You Look at It 11
- 3 Overcoming Frames 20
- 4 Say It Like you Mean It 30
- 5 Overcoming Metaphors 36
- 6 Check This Out! 42
- 7 Becoming a Keener Observer 53
- 8 How Biased Are You? 62
- 9 Overcoming Bias 71
- 10 The Brain and Creativity: The Seat of Inspiration 75
- 11 The Brain and Creativity: Getting Out in Front 81

Asking and Answering a Scientific Question Through Innovation

- 12 The Joy of Science 93
- 13 Asking the Right Question 98
- 14 How Is a Marriage Like a Matchbox? 107
- 15 Flip it! 117
- 16 A Man Walked into a Bar 131
- 17 The Power of Group Intelligence 144
- 18 Getting the Most from a Group 156
- 19 Incubation 162
- 20 Testing Your Ideas 168
- 21 That Right Idea 180
- 22 The Stodginess of Science 191
- 23 Overcoming the Stodginess of Science 197
- 24 Innovation Incubators 208

References 217

Answers to Exercises 235

Index 253