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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.

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This book is a solid training manual in innovation: it begins with a walk through the basics of innovations and pioneers of the art with some useful caveats that concentrate the mind, especially on one's own faults.

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