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Brilliance The Six Steps

An impactful book elaborating on six sequential steps that enable you to structure a creative and innovative solution through the use of 'borrowed brilliance'. With examples drawn on from history it becomes evident that success doesn't only originate from pure

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innovation but can be the fusion of two
contradicting ideas.

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Step Six: Enhancing. Eliminate the weak
points while enhancing the strong ones.

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Ideas evolve through trial and error. They self-organize. Return to the first five steps to make or adjust your idea: re-define; re-borrow; re-combine; re-incubate and re-judge it all.

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2010 Engineering Most of us think that

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outstanding success derives only from
groundbreaking innovation ...

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I refer to the first three steps as The Origin of a Creative Idea: Step One: Defining Define the problem you're trying to solve. Step Two: Borrowing Borrow ideas from places with a similar problem. Step Three: Combining Connect and combine these... Step Six: Enhancing

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Murray describes a six-step process consisting of "the origin of a creative idea" and "the evolution of a creative idea", the former of which involves (1) defining the problem to be solved, (2) borrowing ideas from places with similar problems, and (3) connecting and combining these borrowed ideas, and the latter of which

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involves (4) allowing the combinations to
incubate into a solution, (5) identifying the
strength and weaknesses of the solution,
and (6) eliminating the weak points and ...

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The first three steps can be termed as the
origin of the creative idea: Define the
problem you're trying to solve. Borrow
ideas from places with similar problems.

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Connect these borrowed ideas and
combine. _____

The last three steps
are where you then evolve and polish your
new idea to make it workable: Allow
combinations to incubate into a solution.

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In "Borrowing Brilliance" he shows

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readers how new ideas are merely the combination of existing ones by presenting a simple six-step process that anyone can use to build business

innovation: ?A Defining-Define the problem you re trying to solve. ?B Borrowing-Borrow ideas from places with a similar problem. ?C

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