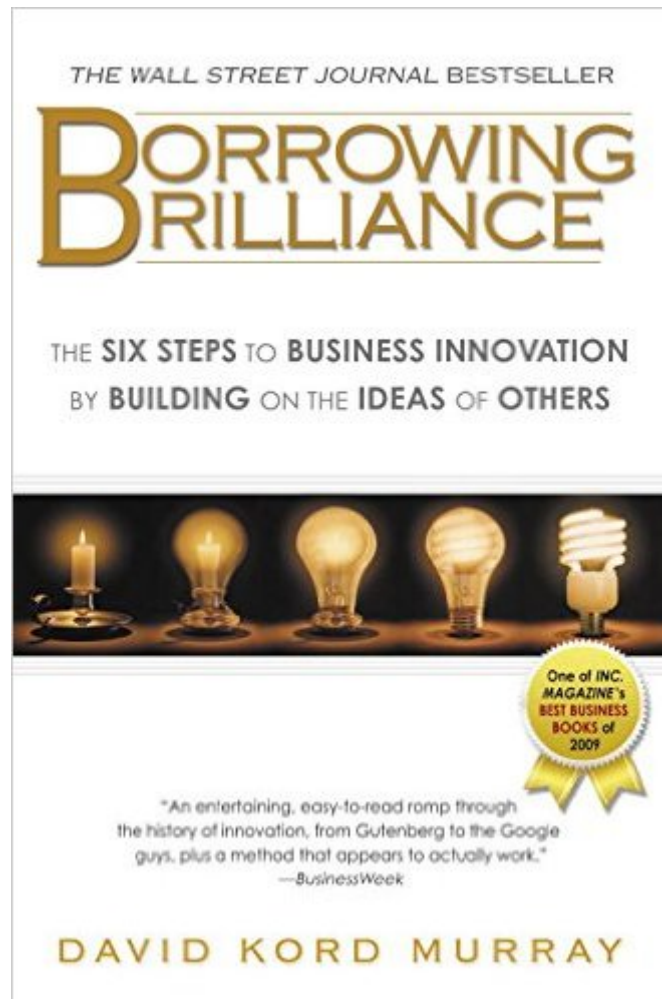


The book was found

# Borrowing Brilliance: The Six Steps To Business Innovation By Building On The Ideas Of Others



## Synopsis

In a book poised to become the bible of innovation, a renowned creativity expert reveals the key to the creative process-"borrowing". As a former aerospace scientist, Fortune 500 executive, chief innovation officer, inventor, and software entrepreneur, David Kord Murray has made a living by coming up with innovative ideas. In *Borrowing Brilliance* he shows 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:

- **Defining**-Define the problem you're trying to solve.
- **Borrowing**-Borrow ideas from places with a similar problem.
- **Combining**-Connect and combine these borrowed ideas.
- **Incubating**-Allow the combinations to incubate into a solution.
- **Judging**-Identify the strength and weakness of the solution.
- **Enhancing**-Eliminate weak points while enhancing strong ones.

Each chapter features real-life examples of brilliant borrowers, including profiles of Larry Page and Sergey Brin (the Google guys), George Lucas, Steve Jobs, and other creative thinkers. Murray used these methods to re-create his own career and he shows readers how to harness them to find creative solutions.

## Book Information

Paperback: 304 pages

Publisher: Avery (October 5, 2010)

Language: English

ISBN-10: 1592405800

ISBN-13: 978-1592405800

Product Dimensions: 5.3 x 0.8 x 8 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (45 customer reviews)

Best Sellers Rank: #526,981 in Books (See Top 100 in Books) #324 in [Books > Business & Money > Processes & Infrastructure > Structural Adjustment](#) #362 in [Books > Business & Money > Processes & Infrastructure > Organizational Change](#) #448 in [Books > Health, Fitness & Dieting > Psychology & Counseling > Creativity & Genius](#)

## Customer Reviews

**Summary**David Kord Murray; aerospace engineer, entrepreneur, innovator, fortune 500 executive; has managed to write one of the most personal, practical and insightful books on the innovation process. It is well written and a joy to read.**Audience** If you want to learn how to innovate; whether you an aspiring or current entrepreneur, working in a large/small corporation or self employed;

whether you are working in the corporate world, or entertainment, media or academia; you will find within these pages a process that will lead to higher quantity and quality of ideas. Murray shares with you not only his personal story that illuminates and illustrates the process of innovation, but also gives you a unrivaled view into the journey of an innovator; a hero's journey. This is not for someone that just wants to manage the innovation process; this is for someone that wants to innovate; individually, as a team or company; someone who wants to generate ideas and implement them. Detailed Review I have been researching creativity and innovation for 2 decades and I have read far and wide on the subject and even developed my own innovation system based on my research; this is the first time I have read a book that covers the same breath and depth of my research and that came to the same conclusions. Murray's research and journey is very reminiscent from engineer to entrepreneur to innovator. His reading list (some listed at the back of the book and some that I can tell from his writing) mirrors my own from scientists, inventors and entrepreneurs.

Just finished reading "Borrowing Brilliance" by David Kord Murray... which I heard about when it was reviewed in BusinessWeek. The overarching theme behind Murray's book is business ideas and where they come from... with that spot often not being one of "out of the blue" originality. That said, I found the guy himself as being almost as interesting as where the ideas come from. The Guy Murray seems quite the interesting fellow given his personal and business highs and lows described in the book. He first worked as a NASA engineer and then became an entrepreneur who was poised to sell his Lake Tahoe based financial company for \$50 million, and would up with close to nothing. Through a combination of his past experience, lots of reading and a good contact made, Murray eventually found himself consulting with Intuit on the Turbo Tax direct mail program. This then led to a full time Innovation Exec role at Intuit, and then another entrepreneurial venture and now him writing this book and living back in Lake Tahoe. Solid stuff and his story seems to be an interesting example of how speed bumps can come and you may not know where you'll wind up, but you just try to keep moving forward. The Business Ideas As stated previously, the book works with the concepts of ideas... and how to generate, repurpose and repackage them. Following up on this idea of pattern recognition and meaning making, Murray writes of how as a business society we're now out of the information age and onto the conceptual or innovation age. The structure of the book is broken into 6 steps: 1. Defining - Define the problem and figure out the right one to work on.

[Download to continue reading...](#)

Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others  
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage

Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Rhymin' and Stealin': Musical Borrowing in Hip-Hop (Tracking Pop) The Politics of Public Budgeting: Getting and Spending, Borrowing and Balancing Paying with Plastic: The Digital Revolution in Buying and Borrowing (MIT Press) Lean Six Sigma: The Ultimate Beginners Guide - Learn Everything You Need To Know About Six Sigma And Boost Your Productivity! (Lean, Six Sigma, Quality Control) Lean Six Sigma: The Ultimate Guide To Lean Six Sigma With Tools For Improving Quality And Speed! (Lean, Six Sigma, Quality Control) Lean Six Sigma: and Lean QuickStart Guides - Lean Six Sigma QuickStart Guide and Lean QuickStart Guide (Lean Six Sigma For Service, Lean Manufacturing) Job Escape Plan: The 7 Steps to Build a Home Business, Quit your Job and Enjoy the Freedom: Includes Interviews of John Lee Dumas, Nick Loper, Rob Cubbon, Steve Scott, Stefan Pylarinos & others! The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't Six Steps to Small Business Success: How to Start, Manage, and Sell Your Business BUSINESS IDEAS FOR THE BROKE GUY: 2 Business Ideas to Follow for New Entrepreneur Who Doesn't Have Any Capital Naked Value: Six Things Every Business Leader Needs to Know about Resources, Innovation & Competition Blockchain: The Future of Internet Innovation - Ideas, Applications and Uses for Blockchain Technology (Taking Online Business, Fintech, and Cryptocurrencies to the Technological Edge) Affiliate Marketing Assignment: Home Based Business: Follow Me And My Strategy For Building A Six Figure Passive Income Business (Passive Income Internet ... For Beginners, Make Money From Home) The Innovation Expedition: A Visual Toolkit to Start Innovation The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation)

[Dmca](#)