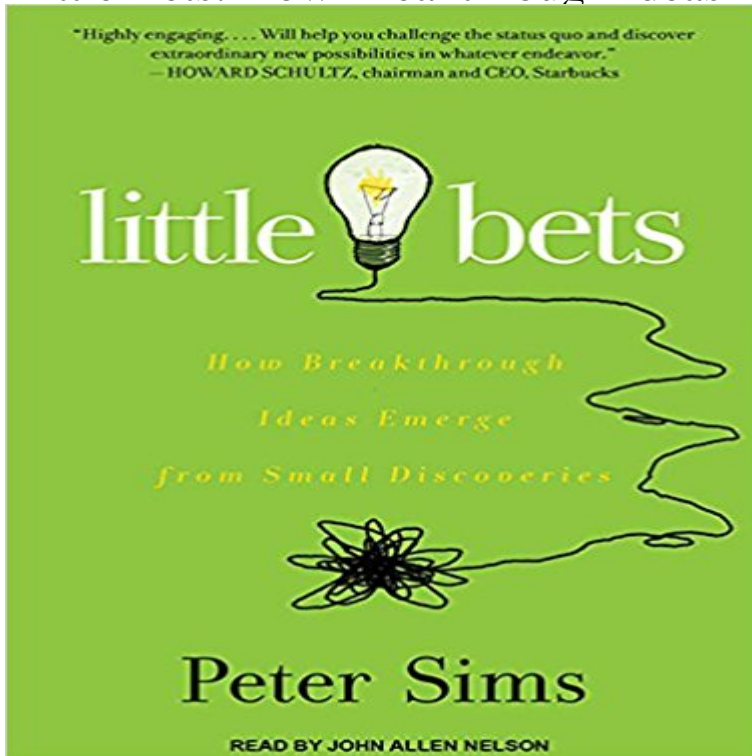


Little Bets: How Breakthrough Ideas Emerge from Small Discoveries



What do Apple CEO Steve Jobs, comedian Chris Rock, prizewinning architect Frank Gehry, the story developers at Pixar films, and the Army Chief of Strategic Plans all have in common? Bestselling author Peter Sims found that all of them have achieved breakthrough results by methodically taking small, experimental steps in order to discover and develop new ideas. Rather than believing they have to start with a big idea or plan a whole project out in advance, trying to foresee the final outcome, they make a series of little bets about what might be a good direction, learning from lots of little failures and from small but highly significant wins that allow them to happen upon unexpected avenues and arrive at extraordinary outcomes. Based on deep and extensive research, including more than two hundred interviews with leading innovators, Sims discovered that productive, creative thinkers and doers—from Ludwig van Beethoven to Thomas Edison and Amazons Jeff Bezos—practice a key set of simple but ingenious experimental methods, such as failing quickly to learn fast, tapping into the genius of play, and engaging in highly immersed observation, that free their minds, opening them up to making unexpected connections and perceiving invaluable insights. These methods also unshackle them from the constraints of overly analytical thinking and linear problem solving that our education places so much emphasis on, as well as from the fear of failure, all of which thwart so many of us in trying to be more innovative. Reporting on a fascinating range of research, from the psychology of creative blocks to the influential Silicon Valley-based field of design thinking, Sims offers engaging and wonderfully illuminating accounts of breakthrough innovators at work, including how Hewlett-Packard stumbled onto the breakaway success of the first hand-held

calculator; the remarkable storyboarding process at Pixar films that has been the key to their unbroken streak of box office successes; the playful discovery process by which Frank Gehry arrived at his critically acclaimed design for Disney Hall; the aha revelation that led Amazon to pursue its wildly successful affiliates program; and the U.S. Army's ingenious approach to counterinsurgency operations that led to the dramatic turnaround in Iraq. Fast paced and as entertaining as it is illuminating, Little Bets offers a whole new way of thinking about how to break away from the narrow strictures of the methods of analyzing and problem solving we were all taught in school and unleash our untapped creative powers.

Little Bets: How Breakthrough Ideas Emerge from Small Discoveries Little Bets: How Breakthrough Ideas Emerge from Small Discoveries. 967 likes 3 talking about this. Think differently. **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Listen to Little Bets: How Breakthrough Ideas Emerge from Small Discoveries audiobook by Peter Sims. Stream and download audiobooks to your computer, **Little Bets: How breakthrough ideas emerge from small discoveries** An enthusiastic, example-rich argument for innovating in a particular way by deliberately experimenting and taking small exploratory steps in novel directions. **Little Bets: How Breakthrough Ideas Emerge from - Google Books** - Buy Little Bets: How Breakthrough Ideas Emerge from Small Discoveries book online at best prices in India on Amazon.in. Read Little Bets: How **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Peter Sims is the author of Little Bets: How Breakthrough Ideas Emerge from Small Discoveries, selected as one of the six best advice books for entrepreneurs **Peter Sims: Little Bets: How Breakthrough Ideas Emerge from Small** - 37 min - Uploaded by RSA ConferenceSims demonstrates that the linear problem-solving we were conditioned to embrace, actively **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** : Little Bets: How Breakthrough Ideas Emerge from Small Discoveries: Peter Sims: ??. **Little Bets: How breakthrough ideas emerge from small discoveries** - Buy Little Bets: How breakthrough ideas emerge from small discoveries book online at best prices in India on Amazon.in. Read Little Bets: How **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Little Bets: How breakthrough ideas emerge from small discoveries eBook: Peter Sims: : Kindle Store. **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** - 4 min - Uploaded by APB SpeakersPeter Sims: Little Bets: How Breakthrough Ideas Emerge from Small Discoveries. APB **Little Bets Book by Peter Sims Official Publisher Page Simon** An enthusiastic, example-rich argument for innovating in a particular way by deliberately experimenting and taking small exploratory steps in **Books & Articles Peter Sims Entrepreneur, author, social innovator** Note 4.0/5: Achetez Little Bets: How Breakthrough Ideas Emerge from Small Discoveries de Peter Sims: ISBN: 9781439170427 sur , des millions de **Little Bets: The Book Peter Sims Entrepreneur, author, social** Little Bets: How Breakthrough Ideas Emerge from Small Discoveries [Peter Sims] on . *FREE* shipping on qualifying offers. An enthusiastic **Little Bets: How breakthrough ideas emerge from small discoveries** : Little Bets: How Breakthrough Ideas Emerge from Small Discoveries (Audible Audio Edition): Peter Sims, John Allen Nelson, Tantor Audio: Books. **Little Bets: How breakthrough ideas emerge from small discoveries** Peter Sims - Little Bets: How Breakthrough Ideas Emerge from Small Discoveries jetzt kaufen. ISBN: 9781439170434, Fremdsprachige Bucher

- Kreativitat. **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Editorial Reviews. Review. Amazon Exclusive: A Q&A with Author Peter Sims. Q: What is a little bet? A: A little bet is a low-risk action taken to

Customer Reviews: Little Bets: How Breakthrough Ideas Emerge from Small Discoveries di Peter Sims: spedizione gratuita per i clienti Prime e per ordini a partire da 29 **Little bets by Peter Sims Book summary and nuggets** Peter Sims is the author of Little Bets: How Breakthrough Ideas Emerge from Small Discoveries, selected as one of the six best advice books for entrepreneurs **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Buy Little Bets: How breakthrough ideas emerge from small discoveries by Peter Sims (ISBN: 9781847940490) from Amazons Book Store. Free UK delivery on **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Note 4.0/5. Retrouvez Little Bets: How Breakthrough Ideas Emerge from Small Discoveries- et des millions de livres en stock sur . Achetez neuf ou **Little Bets: How breakthrough ideas emerge from small discoveries** This book by Peters Sims joins a range of others about the importance of fail quickly to learn fast in order to successfully innovate and grow. **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Little Bets: How breakthrough ideas emerge from small discoveries eBook: Peter Sims: : Kindle Store. **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Little Bets has 2006 ratings and 171 reviews. Laura said: Some take-aways that I appreciated: - Ask people what they think before you have a profession **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** The Paperback of the Little Bets: How Breakthrough Ideas Emerge from Small Discoveries by Peter Sims at Barnes & Noble. FREE Shipping on **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Little Bets by Peter Sims - An enthusiastic, example-rich argument for innovating in a Little Bets. How Breakthrough Ideas Emerge from Small Discoveries. Peter Sims - Little Bets: How breakthrough ideas emerge from small discoveries jetzt kaufen. ISBN: 9781847940490, Fremdsprachige Bucher **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Little Bets: How Breakthrough Ideas Emerge from Small Discoveries eBook: Peter Sims: : Kindle Store. **Little Bets: How Breakthrough Ideas Emerge from Small Discoveries** Little Bets: How Breakthrough Ideas Emerge from Small Discoveries by Peter Sims. Do you have a big idea that youre not exactly sure how to