



The Myths of Innovation

By Scott Berkun

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In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world.

You'll have fun while you learn:

- Where ideas come from
- The true history of history
- Why most people don't like ideas
- How great managers make ideas thrive
- The importance of problem finding
- The simple plan (new for paperback)

Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas.

"Sets us free to try and change the world."--Guy Kawasaki, Author of *Art of The Start*

"Small, simple, powerful: an innovative book about innovation."--Don Norman, author of *Design of Everyday Things*

"Insightful, inspiring, evocative, and just plain fun to read. It's totally great."--John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC)

"Methodically and entertainingly dismantling the cliches that surround the

process of innovation."--Scott Rosenberg, author of *Dreaming in Code*; cofounder of Salon.com

"Will inspire you to come up with breakthrough ideas of your own."--Alan Cooper, Father of Visual Basic and author of *The Inmates are Running the Asylum*

"Brimming with insights and historical examples, Berkun's book not only debunks widely held myths about innovation, it also points the ways toward making your new ideas stick."--Tom Kelley, GM, IDEO; author of *The Ten Faces of Innovation*

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Editorial Review

Review

"The naked truth about innovation is ugly, funny, and eye-opening, but it sure isn't what most of us have come to believe. With this book, Berkun sets us free to try to change the world unencumbered with misconceptions about how innovation happens." - Guy Kawasaki, author of The Art of the Start "Insightful, inspiring, evocative, and just plain fun to read it's totally great." - John Seely Brown, former Chief Scientist of Xerox, and Director, Xerox Palo Alto Research Center (PARC); current Chief of Confusion

About the Author

Scott Berkun was a manager at Microsoft from 1994-2003, on projects including v1-5 (not 6) of Internet Explorer. He is the author of three bestselling books, *Making Things Happen*, *The Myths of Innovation* and *Confessions of a Public Speaker*. He works full time as a writer and speaker, and his work has appeared in *The New York Times*, *Forbes* magazine, *The Economist*, *The Washington Post*, *Wired* magazine, National Public Radio and other media. He regularly contributes to *Harvard Business* and *BusinessWeek*, has taught creative thinking at the University of Washington, and has appeared as an innovation and management expert on *MSNBC* and on *CNBC*. He writes frequently on innovation and creative thinking at his surprisingly popular blog: scottberkun.com and tweets at @berkun.

His ambition in life is to fill the above bookshelf, which is by his writing desk, with books he has written. If he were smarter, he'd have picked a smaller shelf.

He's based in Seattle, WA, but speaks often all around the world speaking about creativity and other topics he's written about. If you'd like to hire him to speak at an event, head over here: www.scottberkun.com. You can watch videos of him in action and get in touch.

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Fred Howell:

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