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# The Myths Of Innovation

"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 and change the world..."

—Guy Kawasaki, author of *The Art of the Start*

# The Myths of Innovation
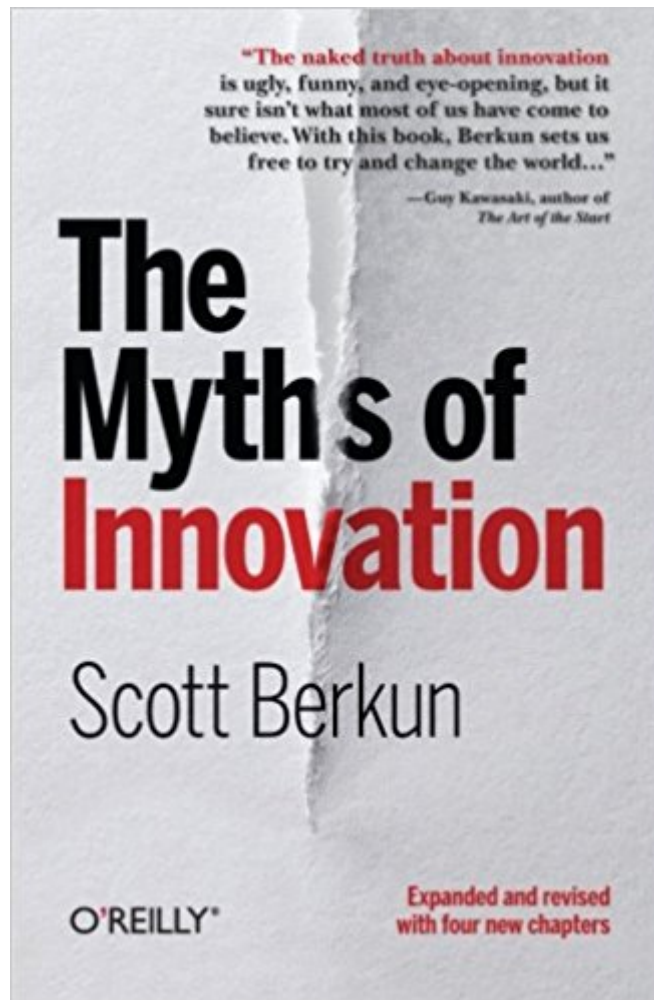
## Scott Berkun

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Expanded and revised with four new chapters

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## Synopsis

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, .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. "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

## Book Information

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## Customer Reviews

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, heÃ¢ ¬â„¢d have picked a smaller shelf. HeÃ¢ ¬â„¢s based in Seattle, WA, but speaks often all around the world speaking about creativity and other topics heÃ¢ ¬â„¢s written about. If youÃ¢ ¬â„¢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.

The concepts are good and the theories are sound, but Scott really likes to hear himself talk. He could have said the same things in 1/3 less pages.Update: 12/30/16After finishing the book I'm going from 3 to 4 stars. I still think the ideas in this book are vital for any creative person to know. It is worth your money. But it might not be worth your time. Read on.I came across Scott's work after stumbling over a few articles he wrote while still at MS. They are buried deep in MS website somewhere.I liked his articles and so decided to buy one of his books.If there is one thing I've learned by reading The Myths of Innovation, it's that you do the reader a disservice by having too many parenthetical statements and pointless footnotes. Stop interrupting the user's flow! Only interrupt when the information absolutely needs to be said. The things I'm talking about are the injected humor that usually takes way too long to deliver. Scott would be wise to remember: "Brevity is the soul of whit." -Bill Shakespeare. It just draws the reader out too much. Some of his jokes hit home for a small internal chuckle, but for the most part the humor is just way too forced. I assume the attempt was to make the book engaging, but for me it did the opposite effect. I quickly became

tired of constantly being drawn out of the flow of the copy. Therefore it took me several months of off again on again reading sessions to finish this book. I loved the ideas being shared, but the delivery was a labor! Just too much being said.Apply the same concepts of UX to your writing as you would your products. Don't interrupt the flow.

Certainly some truth to it, but its definition of innovation is peculiar, more matching incremental R&D and not wholesale new approaches and paradigms to solve problems. Treo and iphone are innovations, Android is not.This result makes the useful analysis in the book less insightful to the fundamental question of true innovation. With this in mind, it is still a worthwhile book on a slightly dffferent topic.

ItÃƒÂ¢Ã â ¬Ã â„¢s always a good time to read it if you havenÃƒÂ¢Ã â ¬Ã â„¢t already.The book should be the first book on innovation because it helps you establish the proper attitude toward the concept of innovation.And the book should always be on your bookshelf because itÃƒÂ¢Ã â ¬Ã â„¢s the perfect reminder that keeps you from the traps and misconceptions of whatever books, seminars, innovation experts, consultants tell you about innovation.Innovation is not something you can buy like buying the services of an ad agnecy; itÃƒÂ¢Ã â ¬Ã â„¢s also not something you can create or build like creating a plan or building a house.Arguably, innovation canÃƒÂ¢Ã â ¬Ã â„¢t even be managed (in its traditional sense as ÃƒÂ¢Ã â ¬Ã Å"managementÃƒÂ¢Ã â ¬Ã Â• in business).Innovation can only be articulated, facilitated, and afforded. Because innovation is the result of a certain kind of culture, along with the effort of many open minds.Innovation is the by-product of creative exploration.It can be analyzed. But itÃƒÂ¢Ã â ¬Ã â„¢s also an art.The Myths of Innovation clears up all the clouds around the hype.And in the end, the love you take is equal to the love you make. Only open minds, open cultures, and hard work can bring about something we call innovation.

Though you may admire the brain power of Newton, Edison, Jobs, or Gates, it's clear that discovery comes from hard work, risk and sacrifice, not some divine epiphany. Furthermore, innovation does not have a straight-line trajectory, nor does it happen overnight. In fact, many inventors aren't seen as geniuses until after they die. Reporters try to find the "eureka" magical moment that is never really there. The inventions of the radio, the TV, the laser, and the computer were an accumulation of ideas and efforts. Small insights lead to big breakthroughs. The epiphany is really much more like putting a puzzle together. When you put the last piece in place, it just "feels" like magic.Steve Gladis

Leadership Partners

If you're looking for a step by step guide to innovation, 1) you're probably not going to find anything that can accomplish this and 2) this is not your book. The value this book adds is that it reminds you about the positive mindsets related to motivation, initiative and actually getting out there and doing something.This book is a quick read, but it served me well in resetting my mindset around innovation moving forward.

The Innovation Expedition: A Visual Toolkit to Start Innovation Emergency Care (21st Century Skills Innovation Library: Innovation in Medicine) Simplifying Innovation: Doubling Speed to Market and New Product Profits with Your Existing Resources: Guided Innovation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough ... (Marketing/Sales/Advertising & Promotion) Revolutionizing Innovation: Users, Communities, and Open Innovation (MIT Press) Foresight for Science, Technology and Innovation (Science, Technology and Innovation Studies) Simulating Innovation: Computer-Based Tools for Rethinking Innovation The Myths of Innovation African Myths and Legends (Oxford Myths and Legends) Viking: Viking Mythology: Ancient Myths, Gods and Warriors (Norse Mythology, Greek Mythology, Ancient Civilizations, Greek Gods, Ancient Rome, Viking Myths) Thor & Loki: In the Land of Giants: A Norse Myth (Graphic Myths and Legends) (Graphic Myths & Legends (Paperback)) Understanding Greek Myths (Myths Understood (Crabtree)) GREEK MYTHOLOGY: Greek Gods Of Ancient Greece And Other Greek Myths - Discovering Greek History & Mythology - 3rd Edition - With Pics (Greece, Greek, Egyptian ... Greek History, Mythology, Myths Book 1) Primal Myths: Creation Myths Around the World Where Good Ideas Come From: The Natural History of Innovation LEAP Dialogues: Career Pathways in Design for Social Innovation The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm Winning at New Products: Creating Value Through Innovation Design Thinking for the Greater Good: Innovation in the Social Sector (Columbia Business School Publishing) Iconic: A Photographic Tribute to Apple Innovation

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