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Red Thread Thinking (2013) shares
guidelines for coming up with new ideas
and recombining old concepts for

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profitable innovation, with plenty of stories of real-life products and services. It also includes some chapters on how to package the innovation for greater appeal (including simplicity, engagement, and design thinking), and how to train your brain and your intuition in order to make ...

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of how you see the world ask questions
approach new information and achieve
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