



Little Bets: How Breakthrough Ideas Emerge from Small Discoveries

By Peter Sims

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Little Bets: How Breakthrough Ideas Emerge from Small Discoveries, Peter Sims, How did Pixar go from producing CAT scan images to winning Oscars? How did Steve Jobs turn Apple into a world-beating company? How does Amazon's culture encourage innovation? How can you find the creative solutions demanded by our ever-changing world? The answer, according to renowned business thought-leader Peter Sims, is "Little Bets". In these fast-moving times, it's next to impossible to predict what's around the corner, and harder still to formulate a foolproof plan to deal with it. Truly innovative companies, Sims argues, don't get caught up in projections and predictions. Instead, they embrace uncertainty, take a chance, fail quickly and learn fast. This method has formulated thousands of modern advances, from Google's PageRank to Starbucks coffee shops - if you harness its power, what could you achieve?.



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