

Four\_Lenses\_Innovation\_Creative\_Thinking

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## Summary:

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The Heart of Innovation: The Four Lenses of Innovation In my brand new book "The Four Lenses of Innovation: A Power Tool For Creative Thinking," I debunk the pervasive myths that are holding us back in our ability to innovate. The Four Lenses of Innovation: A power Tool for Creative ... After reading â€™The Four lenses of Innovation,â€™ the THINK team wanted Rowan Gibson to become an integral part of THINK 17. This book and his keynote at the conference will challenge your thinking pattern and launch you through the creative journey.