



## Thinking in New Boxes: A New Paradigm for Business Creativity (Hardback)

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By Luc de Brabandere, Alan Iny

Random House USA Inc, United States, 2013. Hardback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book. When BIC, manufacturer of disposable ballpoint pens, wanted to grow, it looked for an idea beyond introducing new sizes and ink colors. Someone suggested lighters. LIGHTERS? With an idea that seemed crazy at first, that bright executive, instead of seeing BIC as a pen company?a business in the PEN ?box??figured out that there was growth to be found in the DISPOSABLE ?box.? And he was right. Now there are disposable BIC lighters, razors, even phones. The company opened its door to a host of opportunities. IT INVENTED A NEW BOX. Your business can, too. And simply thinking ?out of the box? is not the answer. True ingenuity needs structure, hard analysis, and bold brainstorming. It needs to start THINKING IN NEW BOXES ?a revolutionary process for sustainable creativity from two strategic innovation experts from The Boston Consulting Group (BCG). To make sense of the world, we all rely on assumptions, on models?on what Luc de Brabandere and Alan Iny call ?boxes.? If we are unaware of our boxes, they can blind us...



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