



What's the Big Idea? Additional Resources

The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm, Tom Kelley with Jonathan Littman, Currency/Doubleday, 2001

Breakthrough Thinking for Non-Profit Organizations: Creative Strategies for Extraordinary Results, Bernard Ross and Clare Segal, Jossey-Bass, 2003

"Breakthrough Thinking from Inside the Box", Kevin P. Coyne, Patricia Gorman Clifford, Renee Dye, Harvard Business Review, December 2007

The Fifth Discipline: The Art and Practice of the Learning Organization (revised), Peter Senge, Currency. 2006

Group Genius: The Creative Power of Collaboration, Keith Sawyer, Basic Books, 2007

How to Get Ideas, Jack Foster, Berrett-Koehler Publishing, Inc (2nd edition), 2007

Improv Yourself: Business Spontaneity at the Speed of Thought, Joseph A. Keefe, John Wiley and Sons, Inc, 2003

The Medici Effect: What Elephants and Epidemics can Teach us about Innovation, Frans Johansson, Harvard Business School Press, 2006

The Myths of Innovation, Scott Berkun, O'Reilly Media Inc, 2007

Six Thinking Hats (rev and updated edition), Edward de Bono, Little Brown and Co, 1999

Sources of Power: How People Make Decisions, Gary Klein, Cambridge MA, MIT Press, 1998

A Technique for Producing Ideas, James Webb Young, McGraw Hill, 2003 (first published 1965)

Think Better: An Innovator's Guide to Productive Thinking, Tim Hurson, McGraw Hill, 2008

Thinkertoys: A Handbook of Creative Thinking Techniques, Second Edition, Michael Michalko Ten Speed Press, 2006

The Tipping Point: How Little Things Can Make a Big Difference, Malcolm Gladwell, Little Brown and Co, 2000

When Sparks Fly: Igniting Creativity in Groups, Dorothy Leonard and Walter Swap, Harvard Business School Press, 1999

Why Not? How to Use Everyday Ingenuity to Solve Problems Big and Small, Barry Nalebuff and Ian Ayres, Harvard Business School Press, 2003