

New Books October 2009

Spotlight presented by Doriot Library



Exploiting chaos: 150 ways to spark innovation during times of change

By Jeremy Gutsche

Doriot and Tanoto Libraries
HD45 .G87 2009

Jeremy Gutsche has written and designed an excellent book for an uncertain time - a time when all of our instincts scream at us to retreat. Instead, Gutsche all but demands that we act, reminding us that companies such as Disney, CNN, HP, GE, Apple, Sun, Eli Lilly and many more were founded during periods of economic recession.

The great motivational stories are here, from the boiling frog story to a more obscure tale about Smith Corona. You'll find great motivational quotes here as well, including Edison's "I have not failed 1,000 times. I have successfully discovered 1,000 ways to not make a light bulb." and Michael Jordan's "I've failed over and over and over again in my life and that is why I succeed." And, while we may have heard these before, Gutsche presents the gathered material in an energetic and fresh manner.

"Exploiting Chaos" is a different type of business book in terms of design as well. The presentation is truly special. The author explains the reason for this: our reading habits have entirely changed in the last decade. Driven by media clutter and our shrinking attention spans, our world has become headline obsessed. Hence, this book is visual and action packed, offering two ways to read:

1. Consume the content end-to-end.
2. Just read the headlines on each page. They flow together and will help to spark your next big idea

Book review cited from:
<http://blog.800ceoread.com/2009/09/14/jack-covert-selects-exploiting-chaos/>

This list is also available on the General Bulletin Board and Library homepage at the following address:
<http://www.insead.edu/library>

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