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In "Borrowing Brilliance", David Kord Murray explains exactly how you can do the same. He demonstrates conclusively that new business ideas are simply combinations of existing ideas and then sets out to show how you can solve current problems and create new opportunities by learning where to look for ideas and answers.

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Here are some excerpts: Step One: Defining Define the problem you're trying to solve. A creative idea is the solution to a problem. How you... Step Two: Borrowing Borrow ideas from places with a similar problem. These are the construction materials for your own... Step Six: Enhancing

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and develops existing ideas, explaining  
how to define specific problems, connect  
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The must-read summary of David Kord Murray's book: "Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others". This complete summary of the ideas from David Kord Murray's book "Borrowing Brilliance" shows that that new ideas are always constructed out of existing ideas.

## **Borrowing Brilliance: The Six Steps to Business Innovation ...**

David Kord Murray is a business consultant and author of the bestselling book Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others. He has formerly worked...

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In his book, "Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others," David Murray states, "An idea is a solution to a problem..... A brilliant one is a really, really creative one, one that's better than any other solution..."

### **Borrowing Brilliance: The Six Steps to Business Innovation ...**

In Borrowing Brilliance he shows readers how new ideas are merely the combination of existing ones by presenting a simple six-step process that anyone can use to build business innovation:

- ?Defining-Define the problem you're trying to solve.
- ?Borrowing-Borrow ideas from places with a similar problem.

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ideas of others. [David Kord Murray] --  
Most of us think that outstanding  
success derives only from  
groundbreaking innovation.

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