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1. "What's the Itch?" (i.e. problem to be solved, question to be answered)
2. "What's the Impact?" (i.e. pay-off, benefits,

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improvements) 3. "What's the Information?" (i.e. what is currently known about the situation) 4. "Who's Involved?" (i.e. Who are the stakeholders? Who else will be affected?) ...

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Tim Hurson brings Productive Thinking out of the closet and presents it in a way that makes it easy for anyone to grasp and use -- so you can think better, work better, and do better in every aspect of your life. Think Better demonstrates how you can start with an intractable technical problem, an unmet consumer need, or a gaping chasm in your business strategy and, by following a clearly defined, practical thinking process, arrive at a robust,

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critical thinking; stay with the question; strive for the "third

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third" by generating lots and lots of ideas; and look for unexpected connections. The model consists of six interlocking steps:

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Think Better: An innovator ' s guide to productive thinking. Creative Problem Solving, tenkaizen thinking, ... It ' s one of the only innovation books I ' ve come across that actually shows you how.

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critical thinking; stay with the question; strive for the “ third third ” by generating lots and lots of ideas; and look for unexpected connections.

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And Tim Hurson has done just that in Think Better: An Innovator's Guide to Productive Thinking. Like some reviewers, I was reluctant to get this book because there are so many others on the market. But I did and am very pleased with the results of reading and studying it.

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