## contents

Prefac	e	ix
Introd	uction: Idea Engines	1
1	A Map of the Creative Mind: Embracing Seven Creative	
	Thinking Mind-Sets	11
2	Beyond Brainstorming: Understanding Individual	
	and Croup Ideation Techniques	23
3	Your Ideation Tool Kit: The Seven All-Time	
	Greatest Ideation Techniques	49
4	Innovation Overview: Strategies and Tools of	
	a Successful Innovation Process	71
5	Real-World Challenges: Applying Ideation	
	Techniques and Innovation Processes	99
6	Idea Meets World: Navigating the Road from	
	Good Idea to Successful Innovation	133

viii	Contents	
7	Thinking Like a Facilitating Leader I: The Who, Where, and How of Planning and Leading Group Ideation Sessions	155
8	Thinking Like a Facilitating Leader II: New Product Ideation Session Design	175
9	Thinking Like a Facilitating Leader III: Five Strategies for Inventing Ideation and Innovation Processes	199
	wledgments the Author	221 225 227 231 233
	neti?!	