

**THE
LITTLE
BLACK BOOK
OF
INNOVATION**

|| **HOW IT WORKS** ||

HOW TO DO IT ||

SCOTT D. ANTHONY

**HARVARD BUSINESS REVIEW PRESS
BOSTON, MASSACHUSETTS**

CONTENTS

	<i>Preface</i>	<i>xi</i>
Introduction	My Innovation Journey	1
Part One	Laying the Foundation	
Chapter 1	The Innovation Imperative	15
Chapter 2	The Masters of Innovation	35
Chapter 3	The Mount Rushmore of Innovation	59
Chapter 4	Innovation's Seven Deadly Sins	71
Part Two	The 28-Day Innovation Program	
Week 1	Discovering Opportunities	87
Week 2	Blueprinting Ideas	127
Week 3	Assessing and Testing Ideas	167
Week 4	Moving Forward	207
Conclusion	The Innovator's Pledge	247
	<i>Appendix</i>	<i>253</i>
	<i>Notes</i>	<i>261</i>
	<i>Index</i>	<i>271</i>
	<i>Acknowledgments</i>	<i>279</i>
	<i>About the Author</i>	<i>283</i>