

Make Elephants Fly: The Process of Radical Innovation

Innovation is the lifeblood of any successful business. But what is innovation, really? And how can you create products and services that are truly new and different, and that will change the world?



Make Elephants Fly: The Process of Radical Innovation

by Steven S. Hoffman

★★★★☆ 4.6 out of 5

Language	: English
File size	: 4215 KB
Text-to-Speech	: Enabled
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In his groundbreaking book, *Make Elephants Fly*, innovation expert Steven Johnson reveals the secrets of radical innovation. He shows that innovation is not a random event, but a process that can be learned and mastered.

Johnson identifies seven key elements of radical innovation:

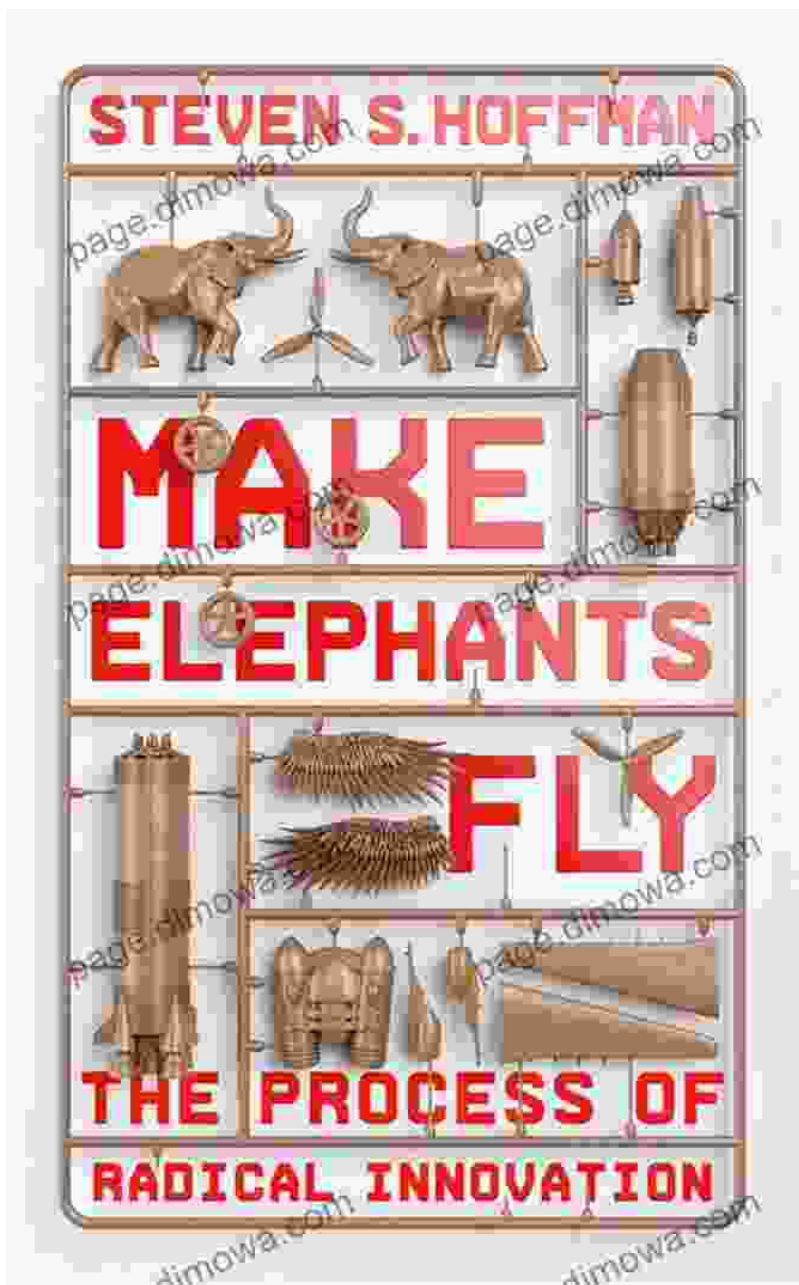
1. **The Adjacent Possible:** The space of all possible innovations that are just one step beyond what is currently possible.
2. **Exaptation:** The process of adapting an existing technology or idea to a new purpose.
3. **Lateral Thinking:** The ability to think outside the box and come up with new and unconventional ideas.
4. **Network Effects:** The phenomenon that occurs when the value of a product or service increases as more people use it.
5. **Platform Thinking:** The ability to create a platform that allows others to build upon your ideas.
6. **Moonshots:** Big, hairy, audacious goals that are worth pursuing even if the odds of success are low.
7. **Serendipity:** The art of making unexpected discoveries.

Johnson shows how these elements can be combined to create radical innovations that change the world. He provides real-world examples of how companies like Apple, Google, and Our Book Library have used these principles to create some of the most successful products and services of all time.

Make Elephants Fly is a must-read for anyone who wants to learn how to create radical innovations. It is a book that will change the way you think about innovation and will help you to create products and services that will change the world.

Free Download Your Copy Today!

Make Elephants Fly is available now in hardcover, paperback, and e-book. Free Download your copy today and start learning the secrets of radical innovation.



About the Author

Steven Johnson is an award-winning author, speaker, and media theorist. He is the author of several books, including Where Good Ideas Come

From, The Ghost Map, and Future Perfect. Johnson is a contributing editor to The New York Times Magazine and a fellow at the New America Foundation.

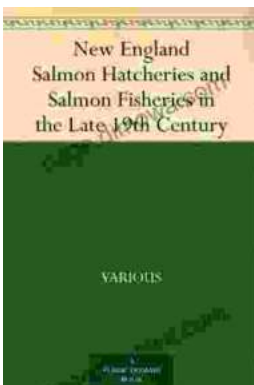


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