

Four\_Lenses\_Innovation\_Creative\_Thinking

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## Summary:

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The Four Lenses of Innovation, with Rowan Gibson Rowan is an internationally bestselling author whose just published book is titled The Four Lenses of Innovation: A Power Tool for Creative Thinking. Rowan has previously written two major books on corporate innovation and business strategy: Innovation to the Core and Rethinking the Future , both of which are published today in over 20 languages. The Heart of Innovation: The Four Lenses of Innovation In my brand new book "The Four Lenses of Innovation: A Power Tool For Creative Thinking," I debunk the pervasive myths that are holding us back in our ability to innovate.