INDEX

A

Act of Creation, The (Koestler), 248
AgustaWestland, 114–115
Alberti, Leon Battista, 13, 28
Alcohol Free Shop, 186
Alexander, Susan Rice, 113
Allen, Paul, 130
All Things Digital (2013), 108
Amazon
  creativity and, 233
  Harnessing Trends and, 134–136, 146
  Leveraging Resources and, 160–161, 168
  power of patterns and, 64
  Understanding Needs and, 181, 198
amputation, alternative treatments and, 37
Anderson, Chris, 106
Andreasen, Nancy, 50
Andreessen, Mark, 134
Android (Google), 126
Android Wear (Google), 147–148, 156–157
animation, of films, 138
Apple
  Challenging Orthodoxies, 92, 93, 104
  Harnessing Trends, 120–121, 126, 130, 137–141, 146
  Leveraging Resources, 160, 174
  power of patterns and, 84
  Understanding Needs, 183, 198, 199
Applied Imagination (Osborn), 229
Arasse, Daniel, 31
Archimedes Principle, 204–207, 249
Architectura, De (Vitruvius), 27
architecture, Brunelleschi and, 24–28
Art of Insight, The (Kiefer, Constable), 244
Art of Thought, The (Wallas), 226–227
Art through the Ages (Gardner), 31
assets
  exploiting underutilized assets, 168–169
  as resources, 152, 159
  See also Leveraging Resources
association, insight and, 238, 246–247
Audi, 187
automaticity, 69
automation addiction, 81
automobiles
  air conditioning in, 187
  smart, 144

B

Baldwin, Neil, 216
Ballmer, Steve, 131
banking industry, 145–146
Barnes & Noble, 135
BASF, 173
batteries, for mobile devices, 114, 198–199
Beats by Dre, 104
Beats Electronics, 199
Bell, Alexander Graham, 221
Besso, Michele, 211
Bezos, Jeff, 64, 134–136, 168, 181, 233. See also Amazon
“big ideas,” different routes to, 232–234. See also creativity; insight
Bosch, 186
Boscolo, Rossano, 190
brain
  brainteaser puzzles and insight, 236 (See also insight)
  creative process and, 224–229 (See also creativity)
  functional fixedness and, 70–71
  pattern-recognition principle and, 68–69
  perception and creativity, 66–67
Branson, Sir Richard, 166–167
breakthrough ideas
  creativity and, 207, 214–215
  insight and, 241, 242–243, 248
Brin, Sergey, 104, 157, 158
British Airways, 148–149
Brunelleschi, Filippo, 13, 24–29
BSB (Broad Sustainable Building), 113
bubble wrap, 172
Bullmore, Jeremy, 244–245
Burj Khalifa (Dubai), 113
business boundaries, extending, 160–162, 163–165

C
  calculators, 38
  Caldicott, Sarah Miller, 217
  Canada, consumers’ cultural needs and, 192
  Canon, 163–164
  Canute (King of Denmark and England), 129
  Cassiodorus, 5
  castello (machine), 27
  cat doors, 200
  centipede effect, 75
  CGI rendering, 138
  Challenging Orthodoxies, 92–117
    advantage of, 102–104
    creativity and ideas, 211
    disruption and, 100–101, 105–110
    orthodoxy, defined, 96–97
    orthodoxy and need to challenge, 98–101
    overview, 92–95, 117
    rethinking for, 114–116
    shifting assumptions for innovation, 111–113
    working with, for insight, 254–258
  change
    rate of, 122
    Renaissance and radical change, 40–45
    resistance to, 74–77
    trends as patterns of change, 126–129, 130–136
    understanding, 120–121
    See also Harnessing Trends
  China, consumers’ cultural needs and, 191, 192–193
  Chipotle, 112
  Chotukool (Godrej & Boyce), 190
  Chrome (Google), 156
clocks
  Brunelleschi and, 24
  Galileo and, 35
Coca-Cola, 153, 170
coffee, 186
cognition. See brain
Cohen, Jack, 163
Columbus, Christopher, 14
competencies, as resources, 152, 159. See also Leveraging Resources
conformity, orthodoxy and, 97
Constable, Malcolm, 244
Constantine, Mark, 103
“Consumer Is Boss, The” (P&G), 178–179
Coover, Harry, 171–172
Copernicus, 12
Corning, 164
Couchbase, 199
“cradles of creativity,” 49–52
“crazy ones,” as innovators, 92–95
Creating Brain: The Neuroscience of Genius, The
  (Andreasen), 50
Creative Vision, The (Getzels), 229
creativity, 202–235
  Archimedes Principle, 204–207, 249
  Challenging Orthodoxies for, 12–14
  Children and, 111, 162
different routes to “big ideas,” 232–234
Dyson and, 230–231, 249
Edison and, 216–223, 249
eight steps of, 207, 214–215, 241, 248
Einstein and, 208–213, 249
Harnessing Trends for, 15–19 (See also Harnessing Trends)
historical perspective, 2–10
illuminating insight and, 234 (See also insight)
overview, 235
perceptive powers and, 66–67, 80–83
process of, 224–229
Creativity and Intelligence (Getzels), 229
Creators (Johnson), 50
culture, corporate, 44
cultural needs, understanding, 191–193
Curves, 64–65, 189, 232
“Customer Obsession” (Amazon), 181
D
Daedalus (Greek mythological character), 3–4
daemon,” 4–5
“Dark Ages,” 16
Da Vinci, Leonardo, 31–34, 80
Dell, Michael, 102, 232–233
Dell (computer company), 102, 232–233
dentistry innovation, during Renaissance, 38
Descartes, R., 13
digital cameras, miniaturized, 173
dimensional Research, 73
Dinner in the Sky, 114
disruption
  Challenging Orthodoxies, 100–101, 105–110
  Harnessing Trends and discontinuity, 126–129
diversification, of business, 166–167
Drucker, Peter, 242
Drucker Insights, 242
DSM, 163
Dual Cyclone (Dyson), 230–231
Duomo (Florence Cathedral), 24–25
Dutch Boy (Sherwin-Williams), 187
Dyer, Frank, 218
Dyson, James, 64, 230–231, 249

E
Eastman Kodak, 120, 126, 171–172
Echo (Amazon), 136
Edison: His Life and Inventions (Dyer, Martin), 218
Edison, Mina, 218
Edison, Thomas, 164, 216–223, 249
efficiency, 152–154
Eilmer of Malmesbury, 9
Einstein, Albert, 82, 208–213, 249
electronic books (e-books), 135
English Learning Centers (Walt Disney Company), 162
Enterprise, 103
ESPN, 64
Eureka moment, 205, 207, 236, 238, 241–242, 246–247, 259
“Eureka story” (Archimedes Principle), 204–207
Europe, consumers’ cultural needs and, 192
experience, 246–247

F
Facebook, 120, 143, 144, 146, 242
Fauchard, Pierre, 38
Febreze (P&G), 191
Federal Aviation Administration, 81, 136
Fire Phone (Amazon), 136
“flash of illumination,” 238–241
Florence Cathedral, 24–25
Flyknit (Nike), 111
Flywheel, 136
Ford, Henry, 183
foreign travel, Petrarch and, 15
Foundations of Science, The (Poincaré), 225
Four Lenses of Innovation
applying to organizational culture, 54–57
overview, 40–45
as power tool for creative thinking, 84–85 (See also patterns)
working with, for insight, 254–258
See also brain; Challenging Orthodoxies; creativity;
Harnessing Trends; insight; Leveraging Resources;
mind of innovator; patterns; Understanding Needs
frames, 68
functional fixedness, 70–71
future, making changes to. See Harnessing Trends

G
Galileo Galilei, 2, 10, 12, 28, 34–36, 72, 209
Game Changer, The (Lafley), 180
“Gang of Four,” 146
Gardner, Helen, 31
Gartner, 168
Gates, Bill, 130–131
Gelb, Michael, 217
General Electric (GE), 112, 122, 143
General Mills, 171
genius, etymology of, 4–5
Getzels, Jacob, 229
Ghiberti, Lorenzo, 24
Gibson, William, 119
Gigafactory, 109
Godrej & Boyce, 190
Goldratt, Eli, 251
Goodyear, 200
Google
   Challenging Orthodoxies, 104
   Harnessing Trends, 126, 144, 146, 147–148
   Leveraging Resources, 155–158
   Understanding Needs, 183, 198
GPS automotive navigation systems, 176
Graham, Martha, 118
Gray, Scott, 245
Greece (ancient), 3–4
growth potential, of business, 166–167
Grupo Matarromera, 168
guardian angels, concept of, 4–5
Gutenberg, Johannes, 20–23

H
hair care, 195–196
“Happiness Blanket” (British Airways), 148–149
Hargadon, Andrew, 154
Harnessing Trends, 118–151
   changing the future and, 137–141, 142–143, 144–146
   creativity and ideas, 222
   overview, 118–119, 151
   as “race to future,” 122–125
   recognizing trends, 147–150
   trends as patterns of change, 126–129, 130–136
   understanding change for, 120–121
   working with, for insight, 254–258
Harvard University, 114, 245
Hastings, Reed, 142, 188, 233
HBO GO, 112
health clubs, for women, 64–65, 189, 232
health food stores, in U.S., 132
Heavin, Diane, 64–65, 232
Heavin, Gary, 64–65, 232
Herd mentality, 73, 84
Heinz, 188
hierarchy, organizational culture and, 47
Hiero II (King of Syracuse), 205
Hill, Nick, 200
Homeplus, 115
How Breakthroughs Happen (Hargadon), 154
How to Create a Mind (Kurzweil), 68
humanism, 8, 16, 28, 31
Humphrey, George, 75
Huygens, Christiaan, 35
Hyper Island, 72
hyper-reflection, 75–76

I
IBM, 130, 178–181
Icarus (Greek mythological character), 3–4
ideation, 246–247. See also creativity; insight
IDEO, 184
IKEA, 102–103, 233
illumination, of ideas, 225, 227, 234, 238–241
iMac (Apple), 138
Imperial Billiards, 168–169
incubation, of ideas, 225, 226
India, consumers’ cultural needs and, 190, 191
individualism, creativity and, 8–10, 49
“Industrial Internet,” 143
inertia, 100, 124
InGenius (Seelig), 34, 49
ink, printing press invention and, 22
Innovate Like Edison (Gelb, Caldicott), 217
innovation
as “accidental,” 170–173 (See also Leveraging Resources)
“crazy ones” as innovators, 92–95 (See also Challenging Orthodoxies)
generating new patterns for, 78–79 (See also patterns)
insight and capacity for radical innovation, 250–251 (See also insight)
making radical change for, 40–45
organizational culture and, 46–57
production distinguished from, 154
See also brain; Harnessing Trends; mind of innovator;
Understanding Needs
innovators. See mind of innovator
input, 246–247
insight, 236–259
breakthrough thinking and, 242–243
capacity for radical innovation and, 250–251
defined, 236, 242–243, 244–245
ideation and, 246–247
Innovation Quiz, 249
overview, 236–241, 259
power of, 252–253
stepping stones for creative thinking, 248–249 (See also creativity)
working with Four Lenses for, 254–258
institutional patterns of behavior, 72–73
Internet
advent of, 131, 134
“Internet of Things”/“Industrial Internet,” 143
“Internet Tidal Wave, The” (Gates), 131
intimation, ideas and, 226
iPhone (Apple), 126, 139–140, 174
iPod (Apple), 138–139, 174
isochronism, 35
Italy, Renaissance period in, 6
IT’SUGAR, 111
Ive, Jonathan, 138

J
Japan, consumers’ cultural needs and, 191
Jobs, Steve
Challenging Orthodoxies, 92, 93, 104
Harnessing Trends, 120–121, 130, 137–141
Leveraging Resources, 160, 174
power of patterns and, 84
Understanding Needs, 181, 182, 183
See also Apple
Johansson, Frans, 6
Johnson, Paul, 50
Johnson, Steven, 221

K
Kabat-Zinn, Jon, 129
kaleidoscope metaphor (Young), 228, 246
Kelley, Tom, 184
Kengen, 169
Kepler, J., 12
ketchup bottles, 188
Kiefer, Charles, 244
Kimberly-Clark, 172
Kindle (Amazon), 135
King Island Cloud Juice, 169
Kleenex, 172
Klein, Gary, 236–241, 246
Kodak. See Eastman Kodak
Koestler, Arthur, 248
Kono Pizza, 190
Kraft Foods, 192–193
Kurzweil, Ray, 68
Kutol, 171

L

Lafley, A. G., 189–191
Landes, David, 4
Lego Movie, The, 176
Lego (toy), 175–176
Leonardo da Vinci, 31–34, 80
Leveraging Resources, 152–177
competencies and assets as resources, 152, 159
creativity and ideas, 222
efficiency and, 152–154
exploiting underutilized assets, 168–169
extending boundaries of businesses, 160–162, 163–165
Google's business model, 155–158
growth potential and, 166–167
innovation as “accidental,” 170–173
minds of innovators and, 20–29
overview, 177
recombination and, 174–176
working with, for insight, 254–258
Levitt, Theodore, 245
LIBRIé (Sony), 135
light bulb, invention of, 218, 220, 223, 249
LinkedIn, 120
Listerine, 172–173
“Living It” (P&G), 179
L’OréaL, 193
Loughborough University, 189
Lucasfilm, 138
Lush, 103
Luther, Martin, 12

M

Machiavelli, Niccolò, 13
Macintosh (Apple), 130, 137, 174
Mackey, John, 132–133
market research. See Understanding Needs
Mars, 244
Martin, Thomas, 218
“Matching What Is Possible with What Is Needed” (P&G), 195
Maxwell, James Clerk, 209–210
McCauley, Richard, 114
McDonald’s, 153, 165, 168, 191–192
McFie, Duncan, 169
McLean, Malcolm, 188
McVicker, Joe, 171
medical innovation, during Renaissance, 36–37, 38
Medici Effect, The (Johansson), 6
<table>
<thead>
<tr>
<th>Term</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medici family</td>
<td>6</td>
</tr>
<tr>
<td>Menander</td>
<td>4</td>
</tr>
<tr>
<td>mental inertia</td>
<td>100, 124</td>
</tr>
<tr>
<td>Meridiist Infinite</td>
<td>199</td>
</tr>
<tr>
<td>Michelson, Albert</td>
<td>210</td>
</tr>
<tr>
<td>Microsoft</td>
<td>130–131, 140, 242</td>
</tr>
<tr>
<td>microwave ovens</td>
<td>170</td>
</tr>
<tr>
<td>Middle East, consumers’ cultural needs and</td>
<td>191</td>
</tr>
<tr>
<td>milk yarn fabric</td>
<td>115</td>
</tr>
<tr>
<td>mind of innovator</td>
<td>1–59</td>
</tr>
<tr>
<td>Challenging Orthodoxy</td>
<td>12–14</td>
</tr>
<tr>
<td>creative genius</td>
<td>2–10</td>
</tr>
<tr>
<td>Four Lenses of Innovation</td>
<td>40–45</td>
</tr>
<tr>
<td>Harnessing Trends</td>
<td>15–19</td>
</tr>
<tr>
<td>innovation renaissance</td>
<td>46–57</td>
</tr>
<tr>
<td>Leveraging Resources</td>
<td>20–29</td>
</tr>
<tr>
<td>overview</td>
<td>58–59</td>
</tr>
<tr>
<td>Understanding Needs</td>
<td>30–39</td>
</tr>
<tr>
<td>See also brain; creativity; insight</td>
<td></td>
</tr>
<tr>
<td>Mind Set! Reset Your Thinking and See the Future (Naisbitt),</td>
<td>119</td>
</tr>
<tr>
<td>“Miracle on the Hudson,”</td>
<td>81</td>
</tr>
<tr>
<td>mobile applications (“apps”)</td>
<td></td>
</tr>
<tr>
<td>Harnessing Trends</td>
<td>120–121</td>
</tr>
<tr>
<td>Understanding Needs</td>
<td>198–200</td>
</tr>
<tr>
<td>mobile banking</td>
<td>145–146</td>
</tr>
<tr>
<td>Model S (Tesla Motors)</td>
<td>108–109</td>
</tr>
<tr>
<td>Morley, Christopher</td>
<td>258</td>
</tr>
<tr>
<td>Morley, Edward</td>
<td>210</td>
</tr>
<tr>
<td>Moro, Carlos</td>
<td>168</td>
</tr>
<tr>
<td>Mosaic (Netscape)</td>
<td>131, 134</td>
</tr>
<tr>
<td>movable type</td>
<td>20–23</td>
</tr>
<tr>
<td>M-Pesa</td>
<td>146, 165</td>
</tr>
<tr>
<td>Musk, Elon</td>
<td>106–110</td>
</tr>
</tbody>
</table>

**N**

<table>
<thead>
<tr>
<th>Term</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nabopolassar (King of Babylonia)</td>
<td>2</td>
</tr>
<tr>
<td>Naisbitt, John</td>
<td>119</td>
</tr>
<tr>
<td>needs, understanding. See Understanding Needs</td>
<td></td>
</tr>
<tr>
<td>Nest Labs</td>
<td>157, 198</td>
</tr>
<tr>
<td>Nestlé, 165, 186</td>
<td></td>
</tr>
<tr>
<td>Netflix, 103, 142, 188, 233</td>
<td></td>
</tr>
<tr>
<td>Netscape, 131, 134</td>
<td></td>
</tr>
<tr>
<td>New Product Development</td>
<td>46, 179, 234</td>
</tr>
<tr>
<td>Newton, Isaac</td>
<td>13, 100</td>
</tr>
<tr>
<td>NeXT, 138</td>
<td></td>
</tr>
<tr>
<td>“NFL Now,”</td>
<td>113</td>
</tr>
<tr>
<td>Nielsensen</td>
<td>144</td>
</tr>
<tr>
<td>Nike, 111, 142</td>
<td></td>
</tr>
<tr>
<td>Nineteen Eighty-Four (Orwell)</td>
<td>96</td>
</tr>
<tr>
<td>Nintendo</td>
<td>103</td>
</tr>
<tr>
<td>Nokia, 120, 139</td>
<td></td>
</tr>
<tr>
<td>nonalcoholic adult drinks</td>
<td>186</td>
</tr>
<tr>
<td>Northwestern University</td>
<td>200</td>
</tr>
</tbody>
</table>

**O**

<table>
<thead>
<tr>
<th>Term</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olay Body Wash (P&amp;G)</td>
<td>195</td>
</tr>
<tr>
<td>Ollila, Jorma</td>
<td>120</td>
</tr>
<tr>
<td>“On the Electrodynamics of Moving Bodies” (Einstein),</td>
<td>212</td>
</tr>
<tr>
<td>open innovation</td>
<td>196,</td>
</tr>
<tr>
<td>oral care products</td>
<td>194–195</td>
</tr>
</tbody>
</table>
Index

280

Oreos (Kraft Foods), 192–193
organizational culture
  applying Four Lenses to, 54–57
  building a pro-innovation culture, 53
  collective “brain” of organizations and, 98
  as “cradle of creativity,” 49–52
  institutional patterns of behavior, 72–73
  overview, 46–48
orthodoxies, challenging. See Challenging Orthodoxies
Orwell, George, 96
Osborn, Alex, 229
output, 246–247

P

pacifier thermometers, 189
Page, Larry, 104, 155, 158
“pain points,” of customers, 185
paint can design, 187
Pandora (Greek mythological character), 4
Pantene Pro-V (P&G), 195–196
paper, printing press invention and, 22
Paracelsus, 12
Paré, Ambroise, 36
Pascal, Blaise, 38
pattern of the crowd, 72
patterns, 61–88
  defined, 65
  Four Lenses of Innovation as power tool for creative thinking, 84–85
  functional fixedness and, 70–71
  innovation and, 78–79
  institutional patterns of behavior, 72–73
orthodoxies as, 96–97
overview, 86–87
pattern-recognition principle, 68–69
perceptive powers and creativity, 66–67, 80–83
perspective and, 62–65
resistance to change and, 74–77
Pausanias, 4
PayPal, 106
peer-to-peer lending companies, 146
Pemberton, John, 170
pendulums, 35
perceptive powers, creativity and, 66–67, 80–83
Pérez, Antonio, 120
perspective, patterns and, 62–65
Petrarch, 12, 15–17
Pfizer, 172
Pirates of the Caribbean (film series), 162
Pixar, 138, 160, 174–175
pizza, in a cone, 190
Plato, 4
Play-Doh, 171
Plutarch, 4
PocketPaks Breath Freshening Strips (Listerine), 172–173
Poincaré, Henri, 225
Popular Science, 198
PortalPlayer Inc., 174
Post-It (3M), 172
power tools, 186
Prahalad, C. K., 124
preparation, ideas and, 226
PriceWaterhouseCoopers, 135
Prime Pantry (Amazon), 136
printing press, 20–23
Pritchard, Marc, 241
Procter & Gamble (P&G)
  creativity and, 165, 173
  insight and, 241, 242
progress, humanist philosophy and, 31
Project Zero (AgustaWestland), 114–115
Prometheus the Titan (Greek mythological character), 3
prosthetic limbs, 37
Pulte Homes, 182

Q
Quirk, 245
Qzone, 120

R
“race to future,” 122–125
radical innovation, capacity for, 250–251
Rainbow Crafts Company, 171
Raytheon Corporation, 170
recombination, 22, 23, 174–176
Redbox, 168
refrigeration, in India, 190
Renaissance
  Challenging Orthodoxies, 12–14
  concept of creativity and, 6–10
  as “cradle of creativity,” 49
  Harnessing Trends and, 15–19
  Leveraging Resources and, 20–29
  radical change during, 40–45
Understanding Needs and, 30–39
RenderMan (Pixar), 138
research and development (R&D), consumer application
  and, 179–180, 194–200
resources, leveraging. See Leveraging Resources
retail, digital versus physical, 140–141
Ribbon Machine process (Corning), 164
Robb, Walter, 133
Rolls-Royce, 103
Rome (ancient), 4–5
Rubin, Jeff, 111

S
Safaricom, 146, 165
saturation, of ideas, 225
Sawhney, Mohanbir, 182
schemata, 68
Schumpeter, Joseph, 154
scripts, 68
sector (tool), 36
Seeing What Others Don’t (Klein), 236–241, 246
Seelig, Tina, 34, 49
senior executives, recognizing change and, 122–125
Shaw, George Bernard, 93
Sherwin-Williams, 187
shipping containers, 188
sign language mobile apps, 200
skin patches, for health monitoring, 200
smart cars, 144
smart wristbands, 148
smoke detectors, 198
social media, Harnessing Trends and, 120
Socrates, 4
SolarCity, 106, 110
Sony, 135
sound transmission, early inventions, 219, 221–222, 223, 249
Southwest Airlines, 102
SpaceX, 106–110
special relativity theory (Einstein), 209–212, 249
Spencer, Percy, 170
Splitterwerk, 115
Starbucks, 142–143
StoreDot, 198–199
Story of a Man’s Mind, The (Humphrey), 75
Sullenberger, Chesley “Sully,” 81
Summer Infant, 189
Super Glue, 172
Swatch Group, 102

T

tablet computers, 140
TAG Heuer, 198–199
Technique for Producing Ideas, A (Young), 227–229
telescopes, 34–35
telegraph invention, 219, 220, 249
telephone invention, 221–222
Tesco, 115, 163
Tesla Motors, 106, 108–110
Theory of Constraints (Goldratt), 251
Theory of Economic Development, The (Schumpeter), 154
thermometers, medical, 189
thermoscope, 35

thermostats, for home, 198
“Think Different” (Apple marketing campaign), 92, 138
thinking. See brain; creativity; insight; mind of innovator
“third age suit” (Loughborough University), 189
3D printing, 136, 200
3M, 172
throughput, 246–247
tires, 200
Toffler, Alvin, 128
TomTom, 176
Toy Story (Pixar, Disney), 138
trends, harnessing. See Harnessing Trends
truffles (North Carolina grower), 113
“TV Everywhere,” 112
“Twist & Pour” (Sherwin-Williams), 187
Twitter, 120, 143, 144

U

Understanding Needs, 178–201
creativity and ideas, 222
of cultural groups, 191–193
identifying customers’ needs, 182–184, 185–188
innovators’ minds and, 30–39
overview, 178–181, 201
research and consumer application, 179–180, 194–200
of specific customer groups, 189–190
working with, for insight, 254–258
University of Illinois, 114, 200
Unleashing Hidden Insights (Vriens, Verhulst), 244
US Airways, 81
USB flash drives, 173
vacuum cleaners, 64, 230–231, 249
Van Eyck, Jan, 22
Van Orman Quine, William, 119
Verhulst, Rogier, 244
verification, of ideas, 227
Vesalius, Andreas, 12
Vespucci, Amerigo, 14
Viagra (Pfizer), 172
video game companies, 144–145
Virgin Group, 166–167
Vitruvius, 27
von Helmholtz, Hermann, 224
Vriens, Marco, 244

Wallas, Graham, 226–227, 238
Warby Parker, 115
“wave riders,” 126–129
Waze, 143
wearable technology, 147–149
websites, interactive, 180

Weibo, 120
Welch, Jack, 122
WellnessMart, 114
Where Good Ideas Come From (Johnson), 221
Whole Foods Market, 132–133
Wii (Nintendo), 103
Windows (Microsoft), 131
Wood, Luke, 104
work environment. See organizational culture
wristbands, smart, 148

X.com, 106
Xerox, 174

Young, James Webb, 227–229, 234, 246
YouTube, 144

Zappos, corporate culture, 46, 82
Zappos Insights, 242
Zara, 103–104