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drawn on from history it becomes evident that success doesn't only originate from pure innovation but can be the fusion of two contradicting ideas.

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Step Six: Enhancing.

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Eliminate the weak points while enhancing the strong ones. Ideas evolve through trial and error. They self-organize. Return to the first five steps to make or adjust your idea: re-define; re-borrow; re-combine; re-

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incubate and re-judge it
all.

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that outstanding success
derives only from
groundbreaking innovation

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I refer to the first three
steps as The Origin of a

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Creative Idea: Step One:
Defining Define the problem
you're trying to solve. Step
Two: Borrowing Borrow ideas
from places with a similar
problem. Step Three:
Combining Connect and
combine these... Step Six:

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David Kord Murray The Six**

...

Murry describes a six-step

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process consisting of "the origin of a creative idea" and "the evolution of a creative idea", the former of which involves (1) defining the problem to be solved, (2) borrowing ideas from places with similar

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problems, and (3) connecting
and combining these borrowed
ideas, and the latter of
which involves (4) allowing
the combinations to incubate
into a solution, (5)
identifying the strength and
weaknesses of the solution,

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and (6) eliminating the weak
points and ...

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The first three steps can be termed as the origin of the creative idea: Define the problem you're trying to solve. Borrow ideas from places with similar problems. Connect these borrowed ideas and combine.

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—The last three steps are where you then evolve and polish your new idea to make it workable: Allow combinations to incubate into a solution.

Summary of Borrowing

Page 40/46

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**Brilliance by David Kord
Murray . . .**

Murry describes a six-step process consisting of "the origin of a creative idea" and "the evolution of a creative idea", the former of which involves (1)

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defining the problem to be
solved, (2) borrowing ideas
from places with similar
problems, and (3) connecting
and combining these borrowed
ideas, and the latter of
which involves (4) allowing
the combinations to incubate

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into a solution, (5)
identifying the strength and
weaknesses of the solution,
and (6) eliminating the weak
points and . . . Building

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Six Steps to Business**

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In "Borrowing Brilliance" he shows readers how new ideas are merely the combination of existing ones by presenting a simple six-step process that anyone can use to build business

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