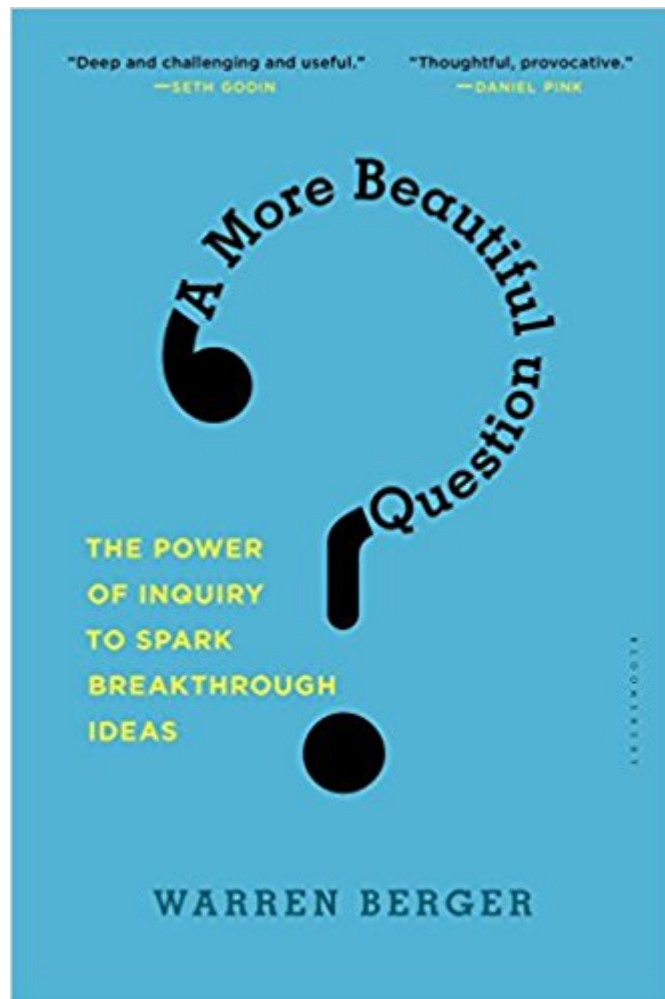


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# A More Beautiful Question: The Power Of Inquiry To Spark Breakthrough Ideas



## Synopsis

In this groundbreaking book, journalist and innovation expert Warren Berger shows that one of the most powerful forces for igniting change in business and in our daily lives is a simple, under-appreciated tool--one that has been available to us since childhood. Questioning--deeply, imaginatively, "beautifully"--can help us identify and solve problems, come up with game-changing ideas, and pursue fresh opportunities. So why are we often reluctant to ask "Why?" Berger's surprising findings reveal that even though children start out asking hundreds of questions a day, questioning "falls off a cliff" as kids enter school. In an education and business culture devised to reward rote answers over challenging inquiry, questioning isn't encouraged--and, in fact, is sometimes barely tolerated. And yet, as Berger shows, the most creative, successful people tend to be expert questioners. They've mastered the art of inquiry, raising questions no one else is asking--and finding powerful answers. The author takes us inside red-hot businesses like Google, Netflix, IDEO, and Airbnb to show how questioning is baked into their organizational DNA. He also shares inspiring stories of artists, teachers, entrepreneurs, basement tinkerers, and social activists who changed their lives and the world around them--by starting with a "beautiful question."

## Book Information

Paperback: 272 pages

Publisher: Bloomsbury USA (September 13, 2016)

Language: English

ISBN-10: 1632861054

ISBN-13: 978-1632861054

Product Dimensions: 5.5 x 0.8 x 8.3 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (156 customer reviews)

Best Sellers Rank: #8,679 in Books (See Top 100 in Books) #25 in [Books > Health, Fitness & Dieting > Psychology & Counseling > Creativity & Genius](#) #47 in [Books > Business & Money > Skills > Decision Making](#) #50 in [Books > Business & Money > Management & Leadership > Decision-Making & Problem Solving](#)

## Customer Reviews

After reading Glimmer, Warren Berger's 2009 book looking at designers and design thinking, I became a fan of sorts and pre-ordered A More Beautiful Question anticipating something good as a follow-up. I wasn't disappointed. Like Glimmer -- and perhaps design thinking -- Berger takes both a

deep dive and a broad stroke over his subject matter. This is tough to do well, but Berger pulls it off. There is something delightful about looking at something that seems so obvious and simple, but is far from simplistic, in detail. Berger goes through the vast swaths of research and evidence on question formation and innovation and blends it seamlessly with anecdotes, observations and questions...lots and lots of questions. To 'live the title' of the book, the text is organized around questions and, at least with the Kindle, the questions are hyperlinked to explanations at the back about their origin and relevance. This feature was wonderful and frustrating -- but largely due to technology. I read using a Nexus tablet, but my preferred reader is the original Kindle. On that latter device, the linking becomes a frustration in that it is sometimes hard to get back to your place. But that's a small point. Berger's style of writing is engaging, balancing conciseness with informality, and using enough revisiting of ideas in different places in the text to thread ideas throughout the narrative, but not too much to feel repetitive. I loved this just as I loved Glimmer. What a reader will take from this is that questions are important, that the best (and most consistent) innovators, leaders and scientists are typically great at asking questions and not just providing answers.

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