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# Borrowing Brilliance: The Six Steps To Business Innovation By Building On The Ideas Of Others



## Synopsis

In a book poised to become the bible of innovation, a renowned creativity expert reveals the key to the creative process-"borrowing". As a former aerospace scientist, Fortune 500 executive, chief innovation officer, inventor, and software entrepreneur, David Kord Murray has made a living by coming up with innovative ideas. 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 innovation:

- **Defining**-Define the problem you're trying to solve.
- **Borrowing**-Borrow ideas from places with a similar problem.
- **Combining**-Connect and combine these borrowed ideas.
- **Incubating**-Allow the combinations to incubate into a solution.
- **Judging**-Identify the strength and weakness of the solution.
- **Enhancing**-Eliminate weak points while enhancing strong ones.

Each chapter features real-life examples of brilliant borrowers, including profiles of Larry Page and Sergey Brin (the Google guys), George Lucas, Steve Jobs, and other creative thinkers. Murray used these methods to re-create his own career and he shows readers how to harness them to find creative solutions.

## Book Information

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## Customer Reviews

**Summary**David Kord Murray; aerospace engineer, entrepreneur, innovator, fortune 500 executive; has managed to write one of the most personal, practical and insightful books on the innovation process. It is well written and a joy to read.**Audience** If you want to learn how to innovate; whether you an aspiring or current entrepreneur, working in a large/small corporation or self employed;

whether you are working in the corporate world, or entertainment, media or academia; you will find within these pages a process that will lead to higher quantity and quality of ideas. Murray shares with you not only his personal story that illuminates and illustrates the process of innovation, but also gives you a unrivaled view into the journey of an innovator; a hero's journey. This is not for someone that just wants to manage the innovation process; this is for someone that wants to innovate; individually, as a team or company; someone who wants to generate ideas and implement them. Detailed Review I have been researching creativity and innovation for 2 decades and I have read far and wide on the subject and even developed my own innovation system based on my research; this is the first time I have read a book that covers the same breath and depth of my research and that came to the same conclusions. Murray's research and journey is very reminiscent from engineer to entrepreneur to innovator. His reading list (some listed at the back of the book and some that I can tell from his writing) mirrors my own from scientists, inventors and entrepreneurs.

Just finished reading "Borrowing Brilliance" by David Kord Murray... which I heard about when it was reviewed in BusinessWeek. The overarching theme behind Murray's book is business ideas and where they come from... with that spot often not being one of "out of the blue" originality. That said, I found the guy himself as being almost as interesting as where the ideas come from. The Guy Murray seems quite the interesting fellow given his personal and business highs and lows described in the book. He first worked as a NASA engineer and then became an entrepreneur who was poised to sell his Lake Tahoe based financial company for \$50 million, and would up with close to nothing. Through a combination of his past experience, lots of reading and a good contact made, Murray eventually found himself consulting with Intuit on the Turbo Tax direct mail program. This then led to a full time Innovation Exec role at Intuit, and then another entrepreneurial venture and now him writing this book and living back in Lake Tahoe. Solid stuff and his story seems to be an interesting example of how speed bumps can come and you may not know where you'll wind up, but you just try to keep moving forward. The Business Ideas As stated previously, the book works with the concepts of ideas... and how to generate, repurpose and repackage them. Following up on this idea of pattern recognition and meaning making, Murray writes of how as a business society we're now out of the information age and onto the conceptual or innovation age. The structure of the book is broken into 6 steps: 1. Defining - Define the problem and figure out the right one to work on.

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