

Librería
Bonilla y Asociados
desde 1950



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How do you know whether a hot technology will succeed or fail? Or where the next big idea will come from? The best answers come not from the popular myths we tell about innovation, but instead from time-tested truths that explain how we've made it this far. This book shows the way.

In *The Myths of Innovation*, bestselling author Scott Berkun takes a careful look at innovation history, including the software and Internet Age, to reveal how ideas truly become successful innovations-truths that people can apply to today's challenges. Using dozens of examples from the history of technology, business, and the arts, you'll learn how to convert the knowledge you have into ideas that can change the world.