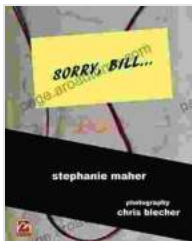


# Project Demanding Practice And Action Over Dead Objects And Ideas

## A Must-Read for Innovation Leaders

Innovation is essential for any organization that wants to stay ahead of the competition. But what is innovation, really? Is it simply coming up with new ideas? Or is it something more?



### Sorry, Bill...: - a project demanding practice and action over dead objects and ideas... by Philippe Gonin

★★★★★ 5 out of 5

Language : English

File size : 22032 KB

Screen Reader: Supported

Print length : 154 pages



In his groundbreaking book, Project Demanding Practice And Action Over Dead Objects And Ideas, author Marc Stickdorn argues that innovation is not about objects or ideas. It's about action and practice.

Stickdorn argues that we need to move beyond the traditional model of innovation, which is based on coming up with new ideas and then trying to implement them. This approach is often ineffective, because it doesn't take into account the realities of the real world. Instead, we need to focus on action and practice.

Action and practice are the keys to real innovation. By taking action and practicing, we can learn what works and what doesn't. We can also identify the challenges and obstacles that we need to overcome. And we can build the skills and knowledge that we need to be successful.

Project Demanding Practice And Action Over Dead Objects And Ideas is a must-read for any innovation leader. It offers a new and refreshing perspective on innovation, and it provides practical advice on how to drive real innovation in your organization.

## **Key Takeaways**

- Innovation is not about objects or ideas. It's about action and practice.
- The traditional model of innovation is ineffective. We need to focus on action and practice.
- By taking action and practicing, we can learn what works and what doesn't.
- We need to identify the challenges and obstacles that we need to overcome.
- We need to build the skills and knowledge that we need to be successful.

## **About the Author**

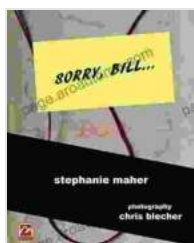
Marc Stickdorn is a world-renowned innovation expert. He is the founder and CEO of the innovation agency Stickdorn Consulting. He is also the author of the bestselling book *This Is Service Design Thinking*.

Stickdorn's work has been featured in The Wall Street Journal, The New York Times, and Forbes. He has also been a keynote speaker at some of the world's leading innovation conferences.

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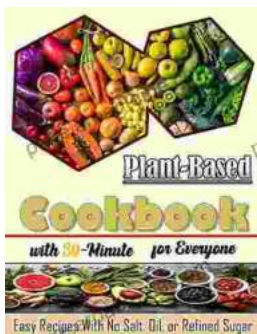
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