



# **Innovation Thinking Methods for the Modern Entrepreneur: Disciplines of Thought That Can Help You Rethink Industries and Unlock 10x Better Solutions**

*Osama A. Hashmi*

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Building "step-function" better things is going to be every innovator's job the next few years. This book introduces the framework that can help you find those solutions simply and reliably

Increasingly, product teams inside of startups or larger companies are under pressure to consistently create step-function better products, advanced ideas, and future-proof strategies. Reliably coming up with substantially better ("10x better") solutions is fast becoming the minimum criteria for entry for new products, as those are the only ones that have a hope of getting the attention of users and the press in an increasingly attention-scarce world.

It's often thought that those types of "world-changing" ideas and solutions are rare things, found either in the minds of geniuses, or that hit like lightning bolts of inspiration.

This book shows that finding those solutions isn't an elusive art form, but rather a simple thinking discipline that is easy to understand and adopt, and can be used by anyone, in any team, to start thinking like a product visionary.

In the ground-breaking Innovation Thinking Methods, entrepreneur and tech CEO Osama A. Hashmi introduces the discipline of "innovation-thinking," based on the methods and techniques he's applied over the past 15 years to build strong innovation cultures in his award-winning tech companies, and to help entrepreneurs and enterprise companies refocus their thinking back towards ambitious goals and more meaningful pursuits.

Easy to read in 1-2 sittings, written in an accessible and conversational style, and full of thought-experiments, powerful questions and examples, and criticism of the status quo presented through a touch of humor, Innovation Thinking Methods is an indispensable guide to anyone wanting to kickstart a strong orientation towards substantial innovation within their companies or work.

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