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Emerge**

From Small

Discoveries

Peter Sims

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Emergence from Small

... Ideas Emerge

At the core of this experimental

approach, little bets are concrete actions

taken to discover, test, and develop ideas that

are achievable and affordable. Experiment:

Learn by doing. Fail quickly to learn fast.

Develop experiments and prototypes to

gather insights, identify problems, and

build up to creative

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out how creative people like Steve Jobs or Chris Rock master their craft, you should read Little Bets: How Breakthrough Ideas Emerge from Small Discoveries by Peter Sims.

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Peter Sims is the author of "Little Bets: How Breakthrough

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Ideas Emerge from

Small Discoveries,"

selected as one of the

six best advice books

for entrepreneurs by

the Wall Street Journal

and as one of the best

business books of the

year by The

Washington Post, Inc.

Magazine, and AmEx

OPEN.

Little Bets: The Book

| Peter Sims |

Entrepreneur,

author ...

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The name of the book

is “Little Bets: How

Breakthrough Ideas

Emerge from Small

Discoveries.” written

by Peter Sims. Alan

Kay, the respected

technologist, once said

“The best way to

predict the future is to

invent it.” But how do

we invent the future,

especially if it’s not a

logical extension from

the past?

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Discoveries is a book written by Peter Sims, published by Free Press in January 2011.

The book promotes the idea of small-scale experimentation (or "little bets") as a key part of the creative process.

Little Bets - Wikipedia

Little bets offers something to both groups. The conceptual thinkers have good

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ideas- but they are rarely entirely right- or

exactly what

customers and others

need. Sometimes big

visions take so long to

implement that by the

time they are achieved

they are obsolete.

Little Bets: How breakthrough ideas emerge from small

...

Behind every
breakthrough idea is
often a host of

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experiments that

flopped — and Sims

shows how to leverage

these "little bets" to

produce lasting results.

This is a powerful and

practical book." Daniel

H. Pink. Peter Sims

buries the myth that

big talkers with brains

and big ideas move

industry and science

forward.

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Through these "little bets", we can try imperfect ideas, and practice highly immersed observation, to turn our own "little bets" into big successes. ... Finding your breakthrough idea | Dorie ...

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Little bets are concrete actions taken to discover, test, and develop ideas that are achievable and affordable. They begin as creative possibilities that get iterated and refined over time, and they are particularly valuable when trying to navigate amid uncertainty, create something new, or

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solve open- ended
problems.

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Discoveries

(Hardcover) By Peter

Sims. Email or call for

price ... "Little Bets is a

timely and compelling

book that will change

the way you think, a

roadmap to success in

the 21st century. And,

a very enjoyable read."

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His latest book is Little

Bets: How

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Discoveries, which

grew out of a five-year

collaboration with

faculty at Stanford's

Institute of Design (the

d.school), as well as his

previous work in

venture capital with

Summit Partners,

including as part of the

team that established

Summit's European

Office in London.

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