# Homework #6

Posted Feb 2023 GK

Research the topic "The Art of Innovation". More specifically, listen to the talk by Guy Kawasaki.

[The art of innovation | Guy Kawasaki | TEDxBerkeley - YouTube](https://www.youtube.com/watch?v=Mtjatz9r-Vc)

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Your homework is to answer the following questions:

1. [15pt] What is the “Dell Corner”
2. [15pt] What is the meaning of “Do not worry, be crappy?”
3. [15pt] “Do not let the bozos grind you down” – what was the context? Why did he said this?
4. [15pt] What was wrong with the tag line “…to deliver superior quality products … through leadership, innovation and partnerships”
5. [25pt] What is Mantra?   
   What is the title of your Project?  
   What is an appropriate mantra of your Project?
6. [15pt] What was the example given for “not valuable, and not unique”

*Reminder: copying any answer from another classmate violates the course integrity has severe consequences and could result reporting to the Ethics Committee of the School.*

Please, be ready to discuss your impressions from this talk during next class.

**Answers**

1. Dell Corner is where you have something of great value but it's not unique. 14:09
2. When we have jumped to the next curve, it's OK to have elements of crappiness to our revolution. We don’t need to wait until everything is perfect. 10:10
3. Because bozosity stops people from innovation, makes them be not able to appreciate the next curve. 21:04
4. A mission statement is too long to explain why the meaning should exist. 3:35
5. 1. A two or three, maybe four-word explanation of why your meaning should exist. 2:46

2. Centralized Computing Service for Business.

3. Focus on right thing.

1. Buying dog food online. 14:49