

## The Art of Innovation: Lessons in Creativity from Ideo, America's Leading Design Firm



### Book Review

Thorough guide for pdf enthusiasts. Better than never, though I am quite late in start reading this one. It's been printed in a remarkably simple way which is only soon after I finished reading through this pdf by which really altered me, change the way I believe.

(Dr. Rowena Wiegand)

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