**Tesla first principle example:**

For example, Elon Musk, the promoter of this principle is famous for not investing any budget on advertising cost for Tesla. In his view, any innovative or groundbreaking product will be shared by people automatically through word of mouth. Hence, the marketing budget can be saved. The purpose of marketing department is to let people know about your product, but if your product is so innovative, then you really don’t need marketing for that. This is a perfect example of thinking differently and going to the root of any problem.

Note that this approach strictly focuses on logical thinking and often disregards any thing else, especially the traditional solution to a problem.