



The Science of Serendipity: How to Unlock the Promise of Innovation

By Matt Kingdon

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Innovation. The word might make you think of Silicon Valley. But innovation isn't the sole province of start-ups. They didn't invent it, and they're not always the ones from which we can best learn.

As Matt Kingdon argues in *The Science of Serendipity*, it's corporate innovators battling within large, established organisations who are the field's real heroes. Tapping into 20 years of experience on the front lines of innovation—bringing new products and services to market and helping organisations become more creative—Kingdon dissects the ways in which corporations are continually reborn. He looks at the anatomy of innovation, asking: How do time-pressed executives go about taking risks? How do they prepare to see—and seize—opportunity? And how do you place humans, with all of their fears and foibles, at the heart of commercial success?

In a conversational, jargon-free style built on a practitioner's observations and anecdotes, *The Science of Serendipity* traces the dilemmas that executives in a wide variety of firms face. It details the steps taken to overcome the issues and get great ideas across the finish line. If you're looking for a guide in your fight against the corporate machine, this is the business book for you.

Matt Kingdon is the Co-founder, Chairman, and Chief Enthusiast of What If! Innovation Partners. For 20 years, What If! has partnered with the world's most successful, forward-looking companies—businesses such as **Barclays, Four Seasons, Google, PepsiCo, Pfizer, and Virgin**—to galvanise innovation and deliver impact. Its 250 inventors work across the Americas, Europe, and Asia.

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Editorial Review

Review

Jam-packed with eye-opening real world examples of how brilliant ideas can solve difficult real world problems. (London Loves Business, 20th December 2012) Colourful, lively and interesting (Management Today, March 2013) This is a treasure trove of insight from a real expert in the field and there are lessons to be learnt on every page. It's really all about how to make new ideas less of a happy accident if you only read one book this month (Business Life, April 2013) The book is packed with great stories to inspire ideas the great many provocations in the book, nicely told, make it one of the better books on the topic. Although it fails to offer a strong methodology, it does collect all the latest thinking into one place and is a great place to start (B2B Marketing, May 2013)

From the Back Cover

What if we tried something new?

To innovate at scale, and do it over and over, is *the* great business challenge. To see through the fog, connect the dots, battle the machine and drive an idea to launch is the Holy Grail for the corporate innovator.

Much of the innovation in big business appears to be a happy accident – born out of luck rather than planning. But ‘luck’ is the label of the onlooker. Corporate innovators know how to make their own luck – they force connections, try things out and never give up. This is *The Science of Serendipity* and to benefit from it takes determination, provocation, experimentation and political savvy.

About the Author

MATT KINGDON has been at the front line of innovation for more than 20 years. **What If!**, the company he co-founded, partners with the world's most successful, forward-looking companies to galvanise innovation and deliver impact. In plain English, Kingdon tells the stories of companies grappling with innovation at scale, how they've succeeded or struggled, and what this can teach ambitious, frustrated corporate executives.

"Bottom line: you are not alone and this is the practical guide for you."

John Kao, creator of Harvard Business School's Innovation program & Chairman of the Global Advisory Council on Innovation of the World Economic Forum

Users Review

From reader reviews:

Renee Chagnon:

Nowadays reading books are more than want or need but also work as a life style. This reading behavior give you lot of advantages. Advantages you got of course the knowledge the particular information inside the book in which improve your knowledge and information. The information you get based on what kind of book you read, if you want attract knowledge just go with education books but if you want sense happy read one along with theme for entertaining for instance comic or novel. The The Science of Serendipity: How to Unlock the Promise of Innovation is kind of e-book which is giving the reader unpredictable experience.

Herman Pendergrass:

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