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# Little Bets How Breakthrough Ideas Emerge From Small Discoveries

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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 ideas.

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

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Little bets are concrete actions taken to discover, test, and develop ideas that are achievable and affordable. “Little Bets PDF Summary” To find 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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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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Little Bets: How Breakthrough Ideas Emerge from Small Discoveries is a book written by Peter Sims, published by Free

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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 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.

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Behind every breakthrough idea is often a host of 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

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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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Behind every breakthrough idea is often a host of 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 Author of 'Drive' and 'A Whole New Mind') "A fascinating and revealing journey through the real-life dynamics of the creative process.

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### **Little Bets: How Breakthrough Ideas Emerge from Small ...**

His latest book is Little Bets: How Breakthrough Ideas Emerge from Small 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

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