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Step Six: Enhancing. Eliminate

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the weak points while enhancing the strong ones. Ideas evolve through trial and error. They self-organize. Return to the first five steps to make or adjust your idea: re-define; re-borrow; re-combine; re-incubate and re-judge it all.

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The Origin of a Creative Idea.
Step One: Defining Define the
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Step Two: Borrowing Borrow ideas
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problem. Step Three: Combining

Connect and combine these...

Step Six: Enhancing

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Murry describes a six-step
process consisting of "the origin

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of a creative idea" and "the
evolution of a creative idea", the
former of which involves (1)
defining the problem to be
solved, (2) borrowing ideas from
places with similar problems, and
(3) connecting and combining
these borrowed ideas, and the

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latter of which involves (4)
allowing the combinations to
incubate into a solution, (5)
identifying the strength and
weaknesses of the solution, and
(6) eliminating the weak points
and ...

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Six Steps To Business ...

The first three steps can be termed as the origin of the creative idea: Define the problem you're trying to solve. Borrow ideas from places with similar problems. Connect these borrowed ideas and combine.

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The last three steps are where you then evolve and polish your new idea to make it workable: Allow combinations to incubate into a solution.

Summary of Borrowing Brilliance

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by David Kord Murray ...

Murry describes a six-step process consisting of "the origin of a creative idea" and "the evolution of a creative idea", the former of which involves (1) defining the problem to be solved, (2) borrowing ideas from

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places with similar problems, and
(3) connecting and combining
these borrowed ideas, and the
latter of which involves (4)
allowing the combinations to
incubate into a solution, (5)
identifying the strength and
weaknesses of the solution, and

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(6) eliminating the weak points
and ...
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In "Borrowing Brilliance" he shows
readers how new ideas are
merely the combination of

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existing ones by presenting a simple six-step process that anyone can use to build business innovation: ?Defining-Define the problem you're trying to solve. ?B Borrowing-Borrow ideas from places with a similar problem. ?C

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