

In Beyond the Obvious, McKinney helps the reader to dig deeper and get back to asking the right questions-the ones all organizations must ask to survive. Full of real.

They looked pretty and had nice memories attached to them, but office shelf space is too valuable! Guidebooks are not worth the weight. This is really the bottom line. Or for you risk-takers! Online research yields more relevant results and up-to-date information. A huge limitation of guide books is that hotel, restaurant, and attraction information can be outdated by the time the book hits the shelves. The same goes for your Italy restaurants: Print out the amount of detail you like about history and sights. Some of my clients want just the Top Ten Facts about main sights because they want to do a lot of discovering on their own, while others want in-depth explanations. For more in-depth information about churches and religious sites, the Sacred Destinations site is wonderful. Print out other interests too: I still recommend carrying paper, just make each sheet of paper count. And I would not recommend relying completely on a smartphone. Batteries can run out inconveniently; wi-fi can be less available than expected; or smartphones can go missing. There are better solutions for maps and Italian phrases anyway. In the days of guidebook travel, I would bookmark the maps with sticky notes. If you really want to make an effort to speak or learn some Italian, get a paper yes! Also in the Extremely Useful category of books still on my shelf: And finally, the best thing about guide books: So if you have a guide book author or Italy travel expert whose advice you love, print out their advice and bring it with you! What about you – are you buying this advice or are you still planning to carry a paper guidebook around Italy with you? Italy Beyond the Obvious will help make your trip truly memorable. Take advantage of our Italy trip planning services for a customized itinerary, or get coaching assistance with our Italy travel consulting services. And if you like what you read, why not subscribe to the Italy Beyond the Obvious blog and get free updates?

Chapter 2 : Inviting you to hear it first. Announcing my new book, "Beyond The Obvious" - Phil McKinney

About The Book In Beyond The Obvious, you discover how to get back to asking the right questions - ones that lead to radical breakthrough innovation. Full of real-world examples, this book will change the way you operate, innovate, and create.

Beyond the Obvious – Book Review Article by: Beyond the Obvious summary This book is about innovation and the system that Phil McKinney has used over the years to come up with great, marketable ideas. The first section of the book is about preparing for innovation. This is where the concepts of using questions to fuel the creation of new ideas is introduced. The next two chapters talk about the challenges that make innovation difficult. In chapter 2, he goes through a good discussion on questioning your assumptions. The second section of the book presents the system and shows you exactly how to do it. Chapter 4 is a short summary introduction, followed by chapter 5 which introduces the FIRE method. Chapters 6, 7, and 8 introduce the Killer Questions. These are the questions you can pose before or during your brainstorming sessions that will theoretically lead to killer, innovative ideas. Chapter 6 features the Who questions that will help you when you want to identify the customer group you are going for great for cosmetic product marketers where you might find them. Chapter 7 focuses on the What questions which will lead to new product ideas. Chapter 8 focuses on ideas of How things get made. These will help with innovative ideas that will improve the way your business works. In the final two chapters, the Phil McKinney shows exactly how you might conduct a productive brainstorming session at your corporation. He gives a handy 6 golden rules for conducting brainstorming workshops and even gives a schedule. This would be incredibly helpful to anyone who has to conduct these meetings. Chapter 10 presents two case studies in how the system has been implemented in the real world. Overall impression I liked the book overall and appreciated the easy writing style and useful examples. But if you are a cosmetic chemist, salesperson, entrepreneur, or anyone else who needs to generate good new product, technology or production innovations, this book provides an excellent system for doing that.

Chapter 3 : Beyond The Obvious - Killer Questions That Spark Game-Changing Innovations - Phil McKinney

In Beyond The Obvious, you discover how to get back to asking the right questions - ones that lead to radical breakthrough innovation. Full of real-world examples, this book will change the way you operate, innovate, and create.

Chapter 4 : Beyond The Obvious - Killer Innovations: Innovators Talking About Creativity, Design and Innovation

The majority of evangelicals espouse a grammatical-historical hermeneutic to interpret the Bible. That is, the idea that to find the meaning of a Scripture one must examine the context in which a passage was originally written.

Chapter 5 : Personal: AudioBook version of "Beyond the Obvious" by Phil Mckinney is available on Audible

Beyond The Obvious. likes. Phil McKinney's first book on innovation and personal creativity, Beyond The Obvious.

Chapter 6 : Beyond the Obvious by Phil Mckinney

Beyond the Obvious has 87 ratings and 11 reviews. Momal said: Definitely a good read but not as exciting as meeting Phil McKinney in person or listening.

Chapter 7 : Why I'm getting rid of my Italy guidebooks - Italy Beyond The Obvious

In this bright, informative debut, McKinney, chief technology officer of Hewlett-Packard's Personal Systems Group,

writes that anyone can become an "idea person," given the right approach and a willingness to work hard.

Chapter 8 : BEYOND THE OBVIOUS by Phil McKinney | Kirkus Reviews

In Beyond the Obvious, McKinney will help you use his proven FIRE (Focus, Ideation, Rank, Execution) Method to dig deeper and get back to asking the right questions - the ones all companies must ask to survive. Full of real-world examples, this book will change the way you operate, innovate, and create, and it all begins with battle-tested.

Chapter 9 : Beyond the Obvious – Book Review – Chemists Corner

Beyond The Obvious by Phil McKinney (New York: Hachette Books,) Generating and executing great ideas is the key to staying ahead in the rapidly changing world. It seems so basic.