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small so that you can succeed big  
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In a nutshell, Sims' book refreshes a simple idea of how productive and valuable it can be to work in small steps. He calls these steps "little bets" to illustrate risk management opportunities coming with gradual

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development rather than big bets of putting every resource behind unproven ideas. In doing so Sims accomplishes to address two objectives.

Little Bets: How breakthrough ideas emerge from small ...

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1) Making little bets so that you can make big bets. 2) Cultivating a growth mindset - To deal with failure / obstacles. 3) Being proactive - Proactively failing so that you can learn faster. 4) Knowing how to play - To make each other look good by 'plussing', and stop inhibiting ideas

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Little bets offers something to both  
groups. The conceptual thinkers have  
good ideas- but they are rarely  
entirely right- or exactly what

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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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Today ' s book belongs to my

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favourite genre ‘creativity and  
innovation’. The name of the book is  
“ Little Bets: How Breakthrough Ideas  
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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

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invent the future, especially if it 's  
not a logical extension from the past?

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Discoveries is a book written by Peter Sims, published by Free 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

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Behind every breakthrough idea is

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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 A Whole New Mind and Drive "A fascinating and revealing journey through the real-life

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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

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journey through the real-life  
dynamics of the creative process.

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