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2. Borrowing — Borrow ideas from other places with similar problems. Bring together solutions to comparable problems which are already in use — from your competitors, your industry or in the sciences, the arts or elsewhere. 3. Combining — Connect and mix-n-match borrowed ideas. The essence of creativity is to make new and fresh connections.

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David Kord Murray proposes that the best way to come up with the next great new idea is to borrow from the best of what already exists. He provides examples from a variety of industries to demonstrate that innovation is an evolutionary process. Murray also includes information about his own pathway to creating success.

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This complete summary of the ideas from David Kord Murray's book "Borrowing Brilliance" shows that that new ideas are always constructed out of existing ideas. What appears to be genuinely original ideas always combine snippets of one idea with parts of another to come up with something which has never before been combined in that way.

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exactly how you can do the same. He demonstrates

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conclusively that new business ideas are simply
combinations of existing ideas, and then sets out to
show how you can solve current problems and create
new opportunities by learning where to look for ideas
and answers.

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is an aerospace engineer turned entrepreneur, inventor
and Fortune executive. This isn't a book review. I

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David Kord Murray is a business consultant and author of the bestselling book *Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others*. He has formerly worked in aerospace engineering, marketing, product development, and software programming, and now coaches companies on innovation and strategic planning.

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