



## Thinking in New Boxes: A New Paradigm for Business Creativity

By Luc de Brabandere

Random House. Hardcover. Book Condition: New. Hardcover. 352 pages. Dimensions: 9.4in. x 6.1in. x 1.2in. When BIC, manufacturer of disposable ballpoint pens, wanted to grow, it looked for an idea beyond introducing new sizes and ink colors. Someone suggested lighters. LIGHTERS With an idea that seemed crazy at first, that bright executive, instead of seeing BIC as a pen companya business in the PEN boxfigured out that there was growth to be found in the DISPOSABLE box. And he was right. Now there are disposable BIC lighters, razors, even phones. The company opened its door to a host of opportunities. IT INVENTED A NEW BOX. Your business can, too. And simply thinking out of the box is not the answer. True ingenuity needs structure, hard analysis, and bold brainstorming. It needs to start THINKING IN NEW BOXES a revolutionary process for sustainable creativity from two strategic innovation experts from The Boston Consulting Group (BCG). To make sense of the world, we all rely on assumptions, on modelson what Luc de Brabandere and Alan Iny call boxes. If we are unaware of our boxes, they can blind us to risks and opportunities. This innovative book challenges everything you thought you knew about...

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