

<b>Title:</b>	<b>Exploiting Chaos:</b> 150 Ways to Spark Innovation during Times of Change
<b>Author</b>	Jeremy Gutsche
<b>Website</b>	<a href="http://www.exploitingchaos.com">www.exploitingchaos.com</a>
<b>Review</b>	<p>'Exploiting chaos' presents what many may find quite familiar ideas for remaining relevant to customer needs. The energetic presentation doesn't allow room for developing the ideas, so there's nothing to reign in just where the idea may take the reader.</p> <p>Many of the ideas are exploited by companies like Apple, Microsoft and General Electric. Despite being founded during economic downturns their dedication to flexibility and alignment - their acceptance of change, their mechanisms for trend identification, their exploitation of trends to develop products, their responsiveness to changing needs, and their willingness to learn from failure - has ensured their success.</p> <p>Other companies, the 'Smith Corona's', failed to exploit the type of thinking that would have allowed these well-endowed, promising companies to enter new markets. They share hallmarks of failure in their absence of flexibility, their lengthy development processes, their poor coordination, their refusal to accept and adapt to changing times, their emphasis on protecting what they have, their retreat to 'comfort zones' in the face of chaos, and their limited customer insight.</p> <p>Exploiting the opportunities of changing business environments involves an adaptability that emanates from:</p> <ul style="list-style-type: none"> <li>• <b>Developing a Culture of Revolution.</b> Fostering an adaptable culture, with leaders aligned around a common mantra, ensures that, even during changing times, key players pull in the same direction.</li> <li>• <b>Hunting for Trends.</b> Anticipating new trends, and clustering them to reveal opportunities, gives companies their innovative and strategic advantage.</li> <li>• <b>Adapting Innovation.</b> Using proven methodologies, developed by engineers, designers, and scientists, to rapidly identify and evaluate new opportunities.</li> <li>• <b>Exploiting Infectious Messaging.</b> Using the internet's viral platform to rapidly spread well packaged, carefully worded supercharged, infectious, messages. Clutter free, seven-word, relevant messages travel faster, and provoke the rapid decision making that allows its users to leapfrog ahead of those using more conventional advertising methods.</li> </ul> <p>Exploiting Chaos is itself an example of the type of clutter free, easy to relate to, fast paced information that the author believes will resonate with consumers. It's a novel approach that lacks any clear development, or restriction, to the concepts presented. It's an approach that says - "this is the idea", but how that idea is used to generate creativity, very much depends on the reader's background, experience, position, sphere of influence, etc.</p>
<b>Golden Nugget</b>	Innovation really isn't about market timing as much as it is about creating something that fulfills an unmet need and letting customers know it exists.