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George, of True North, the Wall Street Journal and BusinessWeek best-selling book. His work has appeared in Harvard Business Review, Tech Crunch, Fortune, and as an expert blogger for Fast Company. His new book is called Little Bets: How Breakthrough Ideas Emerge from Small Discoveries. Little Bets Can Make a Big Difference For Your Brand Little bets are concrete actions taken to discover, test, and develop ideas that are achievable and affordable. They begin as creative possibilities that get iterated and refined over time, and they are particularly valuable when trying to navigate amid uncertainty, create something new, or solve open-ended problems. Of course, we all want to make big bets. That's a Silicon Valley mantra. Be bold. Go big. Little Bets: How breakthrough ideas emerge from small ... Peter Sims is the coauthor with Bill George of the bestselling book True North. His writing has appeared in the Harvard Business Review, Fortune, and TechCrunch, and he is a contributor to the Reuters and Harvard Business Review blogs. His latest book is Little Bets: How Breakthrough Ideas Emerge from Small Discoveries. Q: For a Fortune-500 type of company, what's the littlest big bet that's ... The Art Of The Little Bet The word "innovation" seems perilously overworked these days, invoked by corporate leaders and earnest politicians eager to signal progress and express faith in our ability to solve problems and ... Book Review: Little Bets - WSJ "little bets" to produce lasting results. This is a powerful and practical book." — Daniel H. Pink, author of A Whole New Mind and Drive "In Little Bets, Peter Sims convincingly argues that we need a new model of creativity, focused around gradual improvement and constant innovation. If you're not learning What do Apple CEO Steve Jobs, comedian Chris Rock, prize ... The Little

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