

Advance Praise for THE IDEA HUNTER

“Humans make progress by discovering new ideas, but also, to a very important extent, by repurposing the ones that already exist. In *The Idea Hunter*, Boynton and Fischer show how each of us can get better at this critical second skill, identifying and reapplying existing ideas.”

Paul Romer, Senior Fellow, Stanford Institute for Economic Policy Research

“*The Idea Hunter* uses an apt metaphor. Ideas exist everywhere in the ‘wild.’ The trick is knowing where to look for them and how to capture them. Boynton and Fischer tell us how.”

Ron Sargent, Chairman & CEO, Staples, Inc.

“*The Idea Hunter* is unique. It’s about curiosity, agility and perpetually ‘hunting’ for better ideas. It is a must read for anyone who wants to compete and collaborate more effectively each and every day.”

Greg Brown, CEO, Motorola Solutions

“This book upends a number of persistent myths about innovation and what it takes to be an ‘idea person.’ It shows that what’s required is not spectacular creativity or remarkable IQ, but curiosity. Not innate genius, but a genuine desire to engage in a daily search for ideas. *The Idea Hunter* will help advance your projects, career, and organization.”

Jay Hooley, President & CEO, State Street Corporation

“In my company, I ask all of our team members to be business owners. Doing things in a better way, at lower costs, and in a more member-friendly way requires ideas from everyone. Those ideas come from great idea hunters throughout the company, regardless of rank and title. *The Idea Hunter* is not only an enjoyable read, but it offers a practical method so that anyone or any firm can learn the secrets of harnessing the power of ideas to drive success.”

Laura J. Sen, President & CEO, BJ’s Wholesale Club

“Ideas are the lifeblood of innovation and innovation is the key to growth. Boynton and Fischer have some powerful and practical advice on how to jump-shift the flow of ideas in your organization. It is required reading for any CEO aspiring to greater growth.”

Michael D. White, Chairman & CEO, DirecTV

“Observe, ask questions, be curious, dare to throw odd ideas into a group’s conversation to make it better: These are all ways to ensure that the ‘blind-spots’ that we all are threatened by do not stay ‘blind.’ Be an Idea Hunter!”

Ton Büchner, CEO, Sulzer, Ltd.

“My Company aims for adding about \$4 billion in new sales every year. This won’t be possible without everyone in the organization contributing new ideas. *The Idea Hunter* is a great guide on how to systematically develop this critical capability.”

Werner Geissler, Vice Chairman, Global Operations, Procter & Gamble

“Thrilling, fun, and inspiring, *The Idea Hunter* tells stories and discerns patterns of behavior and habits shared by the great innovators of the past century. It finds similarities among the greats ranging from Warren Buffet to Steve Jobs, and even going back earlier in the century to Walt Disney and Thomas Edison. Through brief stories and simple self-reflection exercises, this book distills the quirky essence of leading imagination in a way we can consume it, and hopefully aspire to become one with it.”

Aaron C. Sylvan

Serial Entrepreneur and Technologist

(One Technology, TrustWorks, LemonadeHeroes, Sylvan Social Technology)