

## The Map of Innovation: Creating Something Out of Nothing

*Kevin O'Connor, Paul B. Brown*  
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**Kevin O'Connor, Paul B. Brown : The Map of Innovation: Creating Something Out of Nothing** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Map of Innovation: Creating Something Out of Nothing:

1 of 1 people found the following review helpful. Excellent, Focused and too the pointBy Al BergI really liked this book 4.5 stars. It is written by one of the founders of DoubleClick, Kevin O'Connor. He takes you through the steps he believes are necessary to go from and an idea which are easy to come up with to a business which is difficult. He lays

on the line how difficult it will be. The proof in the pudding is if anyone following his advice can create a successful business. There is a lot of good wisdom in this book. Some people may think it's obvious but for me, I'm an Excel-VBA software developer with 100's of ideas and my own business, it's great advice and hopefully I'll follow it and make it big time some day. The book includes many pearls of wisdom. He steps you through the details of his main ideas which are: 1. How to come up with a large # of ideas 2. How to Pick the right idea to pursue 3. How to create a business plan 4. How to get funding 5. How to hire great people Other reviewers claimed he was self-aggrandizing but this didn't bother me at all. He includes his business plan for DoubleClick in the appendix. The only downsides to this book is that it's a little dated, due to the current economic crisis, Mar. 2009, good luck in trying to go public and he doesn't talk about other ways to grow your business without funding from a boot-strap method. 9 of 11 people found the following review helpful. This has probably become my most underlined book By John C. Dunbar This is one of my best business innovation, entrepreneur, start up books. Each page is packed with practical wisdom for the new business startup, and the established business. His information on how to innovate was very good. The author believes in always adding technology to a need. I thought his methods of creativity were somewhat simplistic. But the way he applied them to searching for business solutions was excellent. The most important advice that I received from the book was in hiring. He suggests that you "Hire Smart At.....". You'll be surprised with his recommendation. I had always thought that A. David Silver's advice on start up entrepreneur's was right on (find someone with a hurt), but O'Connors is closer to what I was trying to elucidate but couldn't. Highly recommended, one of my current favorites. John Dunbar Sugar Land, TX 2 of 6 people found the following review helpful. Practical Book if you get over his self-aggrandizement By Taufiq Habibi I almost threw up on the intro and the first chapter with the amount of praise the author heaped on himself. All the while I was thinking that I have never heard of his companies ICC or ISS, and I routinely block the 'doubleclick plague' from all my web browsers, so what has this guy really done? I almost threw in the towel when he claimed he invented the internet but didn't do anything about it. Also heaping praise on Ford, Edison and Bill Gates for creativity, when it is generally accepted that these people used others' ideas albeit with good marketing. Anyway there are some good suggestions in here if you can force yourself to read through it. I'm glad I didn't buy the book and got it from the library. I doubt the author is going to come up with anything substantial due to his self-aggrandizement, which also undoubtly make this book far less than a best-seller.

How did Kevin O'Connor help create DoubleClick, the innovative marketing technology company...two software companies...dozens of products...and now the "disappearing" DVD, a product that will turn the home video market on its head? Sheer brilliance? While O'Connor is very smart indeed, he credits his success to applying Thomas Edison's famous saying that "genius is one percent inspiration and ninety-nine percent perspiration." In other words, the breakthrough product or service that is the result of sheer genius alone is the exception. Great ideas that form the basis of new companies or that can make a hero of someone toiling in the corporate world are within reach of us all. "But wait," says O'Connor, "ideas are cheap." Just as important is doing something with them—a process that will turn the best ideas into something that people need. In other words, O'Connor argues convincingly, innovation can be systematically forced. The Map of Innovation is O'Connor's step-by-step approach to devising lucrative new products and services and bringing them to market, through a process that has proven itself time and again in many different industries. Too often, people trying to innovate focus on things that don't matter or waste their time trying to find answers to questions that can't be answered. O'Connor shows why the map of innovation centers on getting right the five make-or-break fundamentals: creating a large number of viable ideas; picking the right idea to pursue; creating a highly focused strategy to bring the idea to market; getting the money to fund the strategy; and hiring the best people. With Kevin O'Connor, the proof of the value of methodical innovation is in the pudding. He helped start companies that have employed thousands of people and created billions in shareholder value. Anyone can get lucky once, but for success to strike three times and to include many successful products, there has to be a method and map, and any company, big or small, working on any product or service can benefit from O'Connor's time-tested tactics. From the Hardcover edition.

From Publishers Weekly What if innovation could be made routine—if assembly-line procedures could churn out brilliant ideas on command? O'Connor, the founder of online ad wholesaler DoubleClick and an unremitting entrepreneur, relishes innovative ideas—from a youthful scheme to shock a troublesome raccoon to DVD rentals that self-destruct instead of having to be returned—and offers here a "reproducible" process that will "force innovation" and "improve both the numbers and the quality of ideas." He calls it the Brainstorming Prioritization Technique, which turns out to be a lot like garden variety brainstorming, with voting to winnow out the likeliest ideas followed by "research" into the best idea; when BPT is used to pair business opportunities with new technology, O'Connor says, "solutions pop out." The process remains somewhat mysterious—BPT relies on "really smart and innovative people," some of whom should be experts on the issue at hand, and others who should have a "knack for creativity in any area"—and O'Connor concedes that "not everyone who applies these principles will be successful—in fact, few of you will."

Indeed, after a while he rather drops the subject of innovation and concentrates on general advice on entrepreneurship and marketing. Here the book comes into its own, with practical and colorful tips on negotiating with venture capitalists, launching new products, sales and telemarketing, hitting up friends and relatives for money and motivating workers with stock options instead of cash. None of this material is wildly innovative, but O'Connor and co-author Brown present it in a breezy, acerbic style that cuts through managerial cant. Copyright 2003 Reed Business Information, Inc. From Booklist O'Connor started three highly successful companies, including DoubleClick, which is usually lumped with Ebay and .com as one of the few Internet survivors. Dubbing himself a "serial entrepreneur," he has developed a methodical approach toward product innovation that has a contrary assumption that new ideas can be forced out and made to happen, an approach reminiscent of such great inventors as Thomas Edison. At the outset, O'Connor admits that there is about a 10 percent chance of generating a great idea and a 10 percent chance of actually bringing it to fruition, making for a probability of 1 percent chance of success. Given such poor odds, why should anyone make the effort in the first place? The early stages of product innovation are often the most exciting, but it's the ability to stick with it that distinguishes the winners. By creating a large number of viable ideas, sticking to a strategy, getting and keeping the money, and hiring a smart team, the chances of succeeding are vastly improved. David Siegfried Copyright copy; American Library Association. All rights reserved From the Inside Flap How did Kevin O'Connor help create DoubleClick, the innovative marketing technology company...two software companies...dozens of products...and now the "disappearing" DVD, a product that will turn the home video market on its head? Sheer brilliance? While O'Connor is very smart indeed, he credits his success to applying Thomas Edison's famous saying that "genius is one percent inspiration and ninety-nine percent perspiration." In other words, the breakthrough product or service that is the result of sheer genius alone is the exception. Great ideas that form the basis of new companies or that can make a hero of someone toiling in the corporate world are within reach of us all. "But wait," says O'Connor, "ideas are cheap." Just as important is doing something with them; a process that will turn the best ideas into something that people need. In other words, O'Connor argues convincingly, innovation can be systematically forced. The Map of Innovation is O'Connor's step-by-step approach to devising lucrative new products and services and bringing them to market, through a process that has proven itself time and again in many different industries. Too often, people trying to innovate focus on things that don't matter or waste their time trying to find answers to questions that can't be answered. O'Connor shows why the map of innovation centers on getting right the five make-or-break fundamentals: creating a large number of viable ideas; picking the right idea to pursue; creating a highly focused strategy to bring the idea to market; getting the money to fund the strategy; and hiring the best people. With Kevin O'Connor, the proof of the value of methodical innovation is in the pudding. He helped start companies that have employed thousands of people and created billions in shareholder value. Anyone can get lucky once, but for success to strike three times and to include many successful products, there has to be a method and map, and any company, big or small, working on any product or service can benefit from O'Connor's time-tested tactics.