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A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas

By Warren Berger

Brilliance Corporation, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. In this groundbreaking audiobook, journalist and innovation expert Warren Berger shows that one of the most powerful forces for igniting change in business and in our daily lives is a simple, underappreciated tool one that has been available to us since childhood. Questioning deeply, imaginatively, beautifully can help us identify and solve problems, come up with game-changing ideas, and pursue fresh opportunities. So why are we often reluctant to ask Why? Berger s surprising findings reveal that even though children start out asking hundreds of questions a day, questioning falls off a cliff as kids enter school. In an education and business culture devised to reward rote answers over challenging inquiry, questioning isn t encouraged and, in fact, is sometimes barely tolerated. And yet, as Berger shows, the most creative, successful people tend to be expert questioners. They ve mastered the art of inquiry, raising questions no one else is asking and finding powerful answers. The author takes us inside red-hot businesses like Google, Netflix, IDEO, and Airbnb to show how questioning is baked into their organizational DNA. He also shares inspiring...



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