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2. Borrowing — Borrow ideas from other places with similar problems. Bring together solutions to comparable problems which are already in use — from your competitors, your industry or in the sciences, the arts or elsewhere. 3. Combining — Connect and mix-n-match borrowed ideas. The essence of creativity is to make new and fresh connections.

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David Kord Murray proposes that the best way to come up with the next great new idea is to borrow from the best of what already exists. He provides examples from a variety of industries to demonstrate that innovation is an evolutionary process. Murray also includes information about his own pathway to creating success.

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In Borrowing Brilliance, David Kord Murray explains exactly how you can do the same. He demonstrates conclusively that new business ideas are simply combinations of existing ideas, and then sets out to show how you can solve current problems and create new opportunities by learning where to look for ideas and answers.

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David Kord Murray is a business consultant and author of the bestselling book *Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others*. He has formerly worked in aerospace engineering, marketing, product development, and software programming, and now coaches companies on innovation and strategic planning.

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As a former aerospace scientist, Fortune 500 executive, chief innovation officer, inventor, and software entrepreneur, David Kord Murray has made a living by coming up with innovative ideas. In *Borrowing Brilliance* he shows readers how new ideas are merely the combination of existing ones by presenting a simple six-step process that anyone can use to build business innovation:

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