Business Idea Prooduction.d

- ... starts with defining or reframing the opportunity. Idea generation is the ... in the idea development process. Idea evaluation and selection is the ... in the idea development process. The ... in the idea development process involves planning for implementation, identifying and overcoming likely blocks to implementation The James Dyson case study demonstrates that the idea development process is an ... within which ideas are crafted, molded and reinvented into valuable business opportunities. Thomas Edison claimed that creativity is '1 per cent inspiration and ... perspiration The original business idea represents only a ... of the entrepreneurial jigsaw puzzle. Every good business idea must solve ... Rushing to implement a business idea can also blind you to its Creativity is needed for all business aspects except .. is needed at every step of the idea development process. 12 ... of the brain is the domain of visualization and intuition. . 13 ... of the brain is characterized by thinking in terms of symbols and words. ... of the brain performs logical thinking, judgement, speaking and 14) mathematical reasoning.
- There are three key steps to mastering whole-brain thinking as it applies to the idea development process. They include all except

... thinking draws on the power of divergent reasoning, which is the

ability to create a multitude of original, diverse ideas and to investigate

issues from the widest set of perspectives.

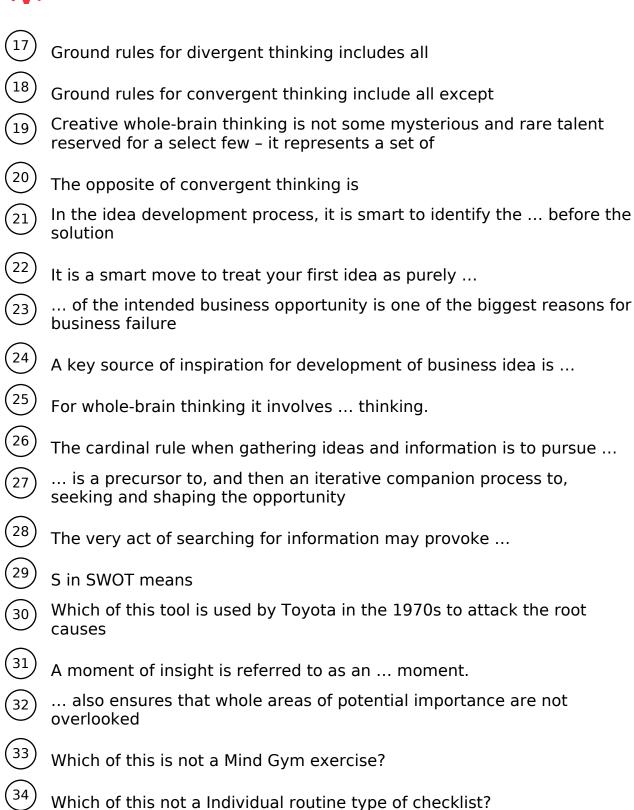


15









Ground rules for productive mental workouts includes all except

36





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Mind-mapping is a Individual routine for



- ... is the product improvement developed by G. A. Davis and others uses seven items to stimulate idea generation.
- 38 The S in SCAMBER represents
- 39 The M in SCAMBER represents
- 40 The A in SCAMBER represents
- 41 For the Cobra beer case study what constituted to his big win?
- 42 The third step in idea development is
- 43 The purpose of evaluation and selection of ideas is to
- Evaluating business ideas typically follows a two-phase process, the first 44
- Evaluating business ideas typically follows a two-phase process, the 45 second is
- 46 The criteria grid method allows you to
- An alternative method of coarse-screening ideas is to use a simple yes/no
- Automatically to select out ideas which do not satisfy the bare minimum 48 criteria is called
- The ... is a useful technique for combining person-focused criteria in an 49) evaluation of specific business ideas.
- Your immersion in the ... during the fact-finding phase in step one of the 50 idea development process will now allow you to answer critical questions.
- ... involves creating the list of positive actions required to bring your 51 idea to market.
- The fourth step of the idea development process is
- ... is to increase the likelihood of turning your idea into a successful ´53) entrepreneurial venture by identifying, and then resolving, potential blocks to implementation.
- Implementation matters so much because

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WhatsApp







- The blocks to Implementation include all except
- $\stackrel{ extstyle (56)}{ extstyle}$ The natural inclination of conventional thinking to ...
- (57) Recruiting and retaining appropriate staff can be a major block for a
- (58) Competitive reaction is clearly one of the likeliest
- $\stackrel{(59)}{=}$ A technique to identify blocks to implementation is
- The following are typical of the kinds of problem that require creative thinking except
- 61 Evaluating and implementing ideas is perhaps the hardest part of the ... process.
- ... involved breaking down and restructuring our knowledge about something in order to gain new insights into its nature.
- $\binom{63}{}$... (1954) thought of creativity as having two levels.
- $\stackrel{ ext{ (64)}}{ ext{ According to Maslow (1954), primary creativity is ...}}$
- According to Maslow (1954), ... as a characteristic possessed by many scientists in their collective search for discovery
- ... is an act of creativity that results in a device, process or technique that is novel enough to produce a significant change in the application of technology.
- 67 ... is this comprising changes to attributes of product, resulting in a change in the way the product is perceived by consumers
- $\binom{68}{}$... is this relating to changes to a service or product production process.
- $\stackrel{ ext{ (69)}}{ ext{ }}$ The two general theories of invention are the deterministic and the ...
- According to ..., creativity requires a coming together of six clear-cut yet interconnected assets
- $\binom{71}{}$ Which is not an asset of the investment theory of creativity
- Which of the the investment theory of creativity refers to how skills are employed by people?
- Which of the the investment theory of creativity refers to Intrinsic, task-focused motivation is regarded as essential to creativity?

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- $\binom{74}{}$ The brain has ... cerebral hemispheres
- The primary mental processes of these hemispheres include vision, hearing, body senses, reasoning and
- $\binom{76}{}$ Each brain hemisphere is to be found ... half of the limbic system
- The Whole Brain Model presents four distinct thinking styles. The upper (cerebral) left for ...
- The Whole Brain Model presents four distinct thinking styles. The lower (limbic) left ...
- The Whole Brain Model presents four distinct thinking styles. The Upper (cerebral) right is for ...





