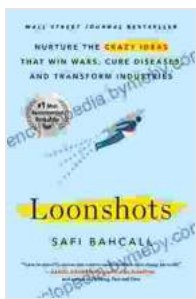


How to Nurture the Crazy Ideas that Win Wars, Cure Diseases, and Transform the World

Have you ever had an idea that seemed so crazy that you were afraid to share it with anyone? Maybe it was an idea for a new product, a new way to solve a problem, or a new way to organize your life. Whatever it was, you probably dismissed it as being too crazy to work.



Loonshots: How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform Industries

by Safi Bahcall

★★★★☆ 4.6 out of 5

Language : English
File size : 110455 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 351 pages



But what if I told you that some of the most successful ideas in history were once considered crazy? The Wright brothers' idea of flying a heavier-than-air machine was considered crazy. Alexander Fleming's idea of using penicillin to fight infection was considered crazy. Steve Jobs' idea of a personal computer was considered crazy.

The truth is, crazy ideas are often the most innovative and groundbreaking. They're the ideas that have the potential to change the world. But they also require a special kind of nurturing to bring them to fruition.

In his book, *How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform the World*, Keith Sawyer provides a framework for nurturing these ideas and turning them into reality. He argues that the most successful ideas are often the ones that are:

- **Original:** They're not just copies of other ideas.
- **Bold:** They're not afraid to challenge the status quo.
- **Meaningful:** They have the potential to make a difference in the world.

Sawyer also identifies four key mindsets that are essential for nurturing crazy ideas:

1. **Curiosity:** The willingness to explore new ideas and learn new things.
2. **Openness:** The willingness to consider new ideas, even if they seem strange or different.
3. **Courage:** The willingness to take risks and try new things.
4. **Persistence:** The willingness to stick with an idea, even when it's difficult or challenging.

If you have a crazy idea, don't be afraid to share it with others. Find people who are willing to listen to you and give you feedback. Be open to criticism, but don't let it discourage you. And most importantly, don't give up on your idea. If you believe in it, keep working on it until you make it a reality.

Who knows? Your crazy idea might just be the next big thing.

Praise for *How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform the World*

"Keith Sawyer has written a brilliant book about the power of crazy ideas. He shows us how to nurture these ideas and turn them into reality. This book is a must-read for anyone who wants to make a difference in the world."

—Seth Godin, author of *Purple Cow* and *Linchpin*

"*How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform the World* is a fascinating and inspiring book. Sawyer provides a wealth of insights into the creative process and how to turn crazy ideas into reality. This book is a valuable resource for anyone who wants to be more creative and innovative."

—Tina Seelig, author of *inGenius* and *What I Wish I Knew When I Was 20*

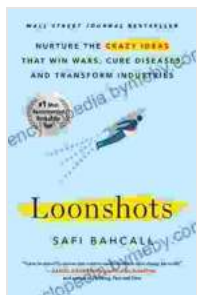
About the Author

Keith Sawyer is a professor of psychology at Washington University in St. Louis. He is the author of several books on creativity and innovation, including *Explaining Creativity: The Science of Human Innovation* and *Zig Zag: The Surprising Path to Greater Creativity*.

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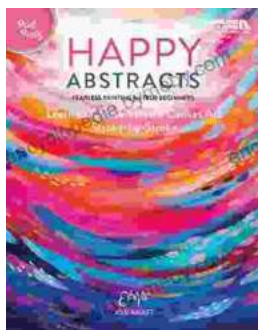


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