



Why Not?: How to Use Everyday Ingenuity to Solve Problems Big And Small

Barry Nalebuff, Ian Ayres

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Why Not? is a primer for fresh thinking, for problem-solving with a purpose, for bringing the world a few steps closer to the way it should be. Idealistic? Yes. Unrealistic? According to Why Not? authors Barry Nalebuff and Ian Ayres, no.

Illustrated with examples from every aspect of life, Why Not? offers techniques which will help you take the things we all see, every day, and think about them in a new way. Great ideas are waiting. Why not be the one to discover them?

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