

# Unit Five

## Creativity and Innovation

1. Lead-in
2. Text A: The Postmodern Craving for Creativity
3. Text B: Design Thinking

Lead-in

# Lead-in Discussion

1) What's the difference between *Creativity* and *Innovation*? Read the next two slides for some clues.

# Lead-in

# Discussion

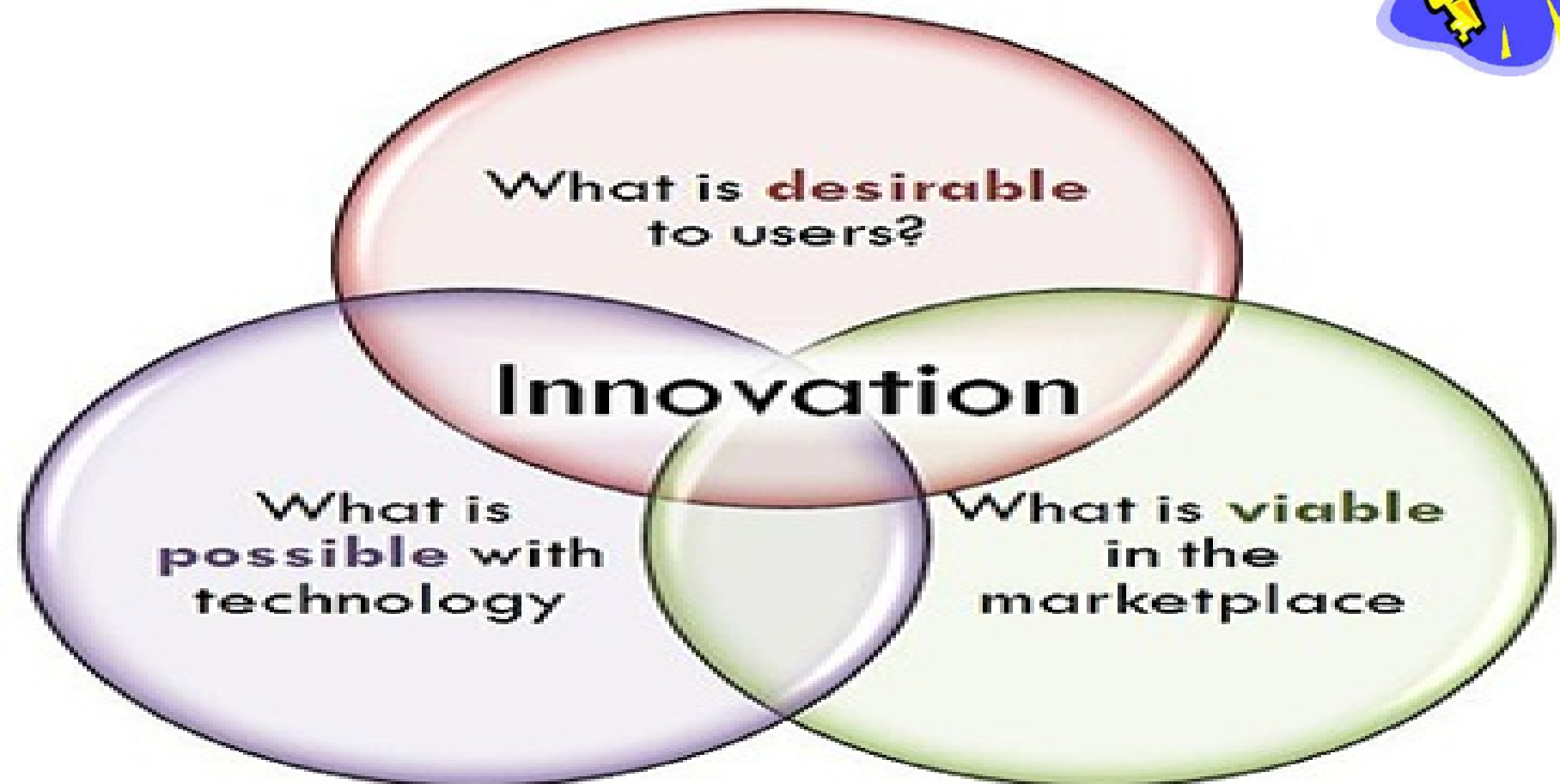
## ★ What is creativity?

“...to raise new questions, new possibilities, to regard old problems from a new angle...”

----- Albert Einstein

# Lead-in Discussion

## ★ What is innovation?



## 2) How can breakthrough products avoid failure?

- Many managers want their organizations to develop breakthrough products and ask their R&D departments to come up with the equivalent of the iPod or iPhone.
- Unfortunately, the reality is that product failure is more common than success. What are the reasons for product failure?

# Lead-in

# Discussion

1. Breakthrough products sometimes fail because they do not function correctly.
  - a. *The Apple Newton personal digital assistant* promised but failed to recognize handwriting.
  - b. Unilever and P&G have introduced “power” washing powders to remove stains but which damaged fabrics.



# Lead-in

# Discussion

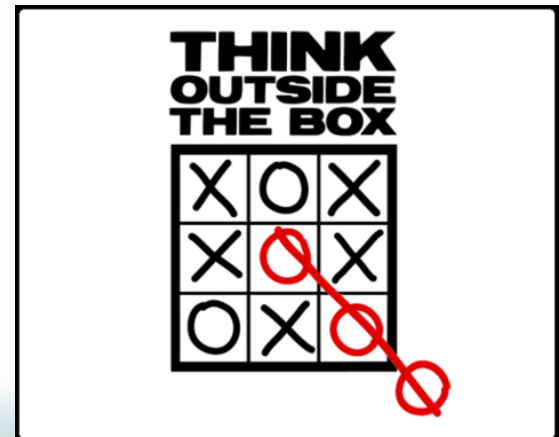
2. Breakthrough products fail to satisfy customer needs and meet customer expectations.

A recent survey found that of hundreds of new food and beverage products introduced in the last few years in the US, 90% had failed (and were withdrawn from supermarkets within 3 months of launch).

# Lead-in Discussion

## 3) What's the meaning of “think outside the box”?

In a poll, “think outside the box” has been voted Britain's most despised business jargon. What do you think is the possible reason?



# Lead-in Innovative Inventions



**Self-  
perfuming  
business  
suit**



**Alarm clock that  
runs away from  
you**



**PawSense**

# Lead-in Innovative Inventions



**Laser Cosmo**

## Hidden Wall Safe



# Lead-in Million Dollar Homepage

- Click the website to open the Million Dollar Homepage.
- <http://www.milliondollarhomepage.com/>
- Do you like this business idea of Alex Tew? Why or why not?



## Text A

# The Postmodern Craving for Creativity

# Structural Analysis

Para.	Main Topics
Para. 1-4	The evolution of people's perception about creativity in industrial and commercial sectors.
Para. 5-10	The growing social attraction to creativity in a post-modern world.
Para. 11-18	Consumer preference for energy brands characterized by creative bisociation.

# Part I Questions about Part I

**Q1. What's the main idea of Part I (Para. 1-4)?**

There is growing recognition that creativity which used to be considered diversion or decoration has now become a driving force of economy, infusing energy to people and businesses.



# Part I Questions about Part I

**Q2. Why does the author mention *Cars* at the beginning of the text?**

Read the Notes about Pixar and Radiator Springs.

# Part I

## Notes

### Pixar

Disney's Pixar has a magical way of not only touching the hearts of children, but also the hearts of adults through its animated movie *Cars*.





## Radiator Springs

Radiator Springs was once a popular rest area. However, in the early 1960's, Interstate 40 built nearby greatly decreased traffic.

In , famous racecar Lightning McQueen came to the town and made friends with populace. After his race, he set up a racing headquarters there, and the town started to grow again.

# Part I Questions about Part I

- In the movie, Radiator Springs springing to life celebrates American car culture.
- In the article, Radiator Springs symbolizes those irresistible brands which are thriving thanks to an insatiable appetite for creativity and a questing spirit for change.

# Part I Questions about Part I

## **Q3. What's the function of Para. 2?**

Para. 2 shows how people engaged in industrial activities perceived creativity, art and culture differently 200 years ago, that is, they were perceived as unproductive and unprofitable recreations.

# Part I Questions about Part I

**Q4. In Para. 3, the author says “Today there is growing recognition that creativity...more than just decorative.” Do you think so? Can you illustrate your idea with some examples?**

For example, ipad has attracted billions of loyal customers with its cutting-edge, user-centered design. Thanks to its creative prowess, Apple’s ipad is now a 7 billion dollar business around the world.

# Part I Sentence Interpretation

*200 years ago, creativity, art and culture were considered diversions for those engaged in industrial activity: unproductive recreations offering no more value than a little **R&R**. (Line 1, Para. 2 )*

200 years ago, creativity, art and culture offered simply a little Rest and Recreation (R&R) rather than create much industrial value. Renoir or Rodin, the names of popular French artists, are deliberately chosen to rhyme with R&R to achieve a sonorous effect.

# Part I Words and Expressions

## diversion (Para. 2)

*n.* something that distracts the mind and relaxes or entertains

**synonyms:** recreation, entertainment

**example:**

Libraries offer lots of *diversions*, learning and comfort for young minds.



# Part I Words and Expressions

## paradigm (Para. 4)

*n.* an example serving as pattern or model

**synonyms:** standard, paragon

**example:**

Gross national happiness index is a new concept in economic thinking aimed at replacing the western *paradigm* of economic productivity and well-being.

# Part II Questions about Part II

**Q1. What's the main idea of Part II (Para. 5-Para. 10)?**

The growing social attraction to creativity is driven by people's postmodern need to search for life purpose and to pursue happiness, which is hard to achieve in the modern world due to blind consumerism and lack of meaning.

# Part II Questions about Part II

**Q2. In Para. 6 and Para. 7, how does the author define the perils and pitfalls of modernism?**

Modernism obsesses us with the idea that we can better ourselves with material acquisition. However, the “progress” or “improvement” promised by material possession leads to our involvement in blind consumerism and fails to free us from the cynicism and doubt about loss of life purpose.

# Part II Questions about Part II

**Q3. In the sentence, “It’s a conflict that few marketers can recognize. (Para. 8)”, what does the conflict refer to?**

The conflict is that on the one hand, customers are no longer fooled by marketing prone to exaggeration, lies and empty promises; on the other hand, customers are not fascinated by marketing which is straightforward but boring.

# Part II Questions about Part II

**Q4. In Para. 10, the author quotes Alexis de Tocqueville's saying, "so many lucky men, restless in the midst of abundance," to illustrate a negative correlation between wealth and happiness. Do you agree or disagree with the author?**

There is a shred of truth in the negative correlation between material wealth and happiness. It has been reported North Europe has a high rate of suicide, indicating happiness is not absolutely the outcome of material possession.

# Part II Sentence Interpretation

*Like nine-year-olds wrestling with the question of Santa Claus, we believe, consumers are torn between wanting to believe modernist promises and being too savvy to suspend disbelief. (Line 1, Para. 8)*

In this simile, consumers are compared to nine-year-olds, with the association that both are born between a craving for belief and a sense of disbelief.

# Part II Words and Expressions

## perpetuate (Para. 6)

v. to cause to continue indefinitely

**synonyms:** sustain, maintain

**example:**

The company aims to *perpetuate* existing ways of working whilst accommodating the new technologies.

# Part II Words and Expressions

## roil (Para. 7)

v. to be in a state of turbulence or agitation

**synonym:** stir, boil

**example:**

The community has been *roiling* with rage since the recent school shooting.



# Part III Questions about Part III

**Q1: What's the main idea of Part III (Para. 11- Para. 18)?**

Consumers who play an active role in making brand choices tend to love energy brands which surprise, delight and attract them with creative “bisociation”.

# Part III Questions about Part III

**Q2: In Para. 14, the author introduces the concept of bisociation. Read the following examples of product creation and figure out their brand names.**

Read the note about bisociation.

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