



# Summary: Beyond the Obvious: Review and Analysis of McKinney's Book

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This complete summary of the ideas from Phil McKinney's book "Beyond the Obvious" explains that the key to coming up with game changing and radical ideas is to discipline yourself to let go of your assumptions and re-visit the vital core question which underpins everything you do. This summary highlights the FIRE method of innovation that will help you to apply this principle: focus, ideation, ranking and execution.

### Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Beyond the Obvious" and discover the key to abandoning the obvious and becoming a true innovator.**

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