



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

*Barry J. 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?

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

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# From Reader Review Why Not?: How to Use Everyday Ingenuity to Solve Problems Big And Small for online ebook

## Leader Summaries says

Desde Leader Summaries recomendamos la lectura del libro ¿Y por qué no?, de Barry J. Nalebuff y Ian Ayres.

Las personas interesadas en las siguientes temáticas lo encontrarán práctico y útil: innovación, técnicas de creatividad, analizar y tomar decisiones.

En el siguiente enlace tienes el resumen del libro ¿Y por qué no?, Cómo utilizar el ingenio para reinventar mercados y resolver problemas: ¿Y por qué no?

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## Ngô S?n says

good

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## Nguyễn ng? ng? says

Ch? th?y 1 góc nh? trong sách này là có liên quan t?i mình và s? dùng ???c

Còn nhi?u ví d? mông lung nh? m?t trò ?ùa quá :D :D

idea: GI?I PHÁP ?I TÌM V?N ?? là hay nè :D :D

case: flycam -> dùng chuy?n hàng, dùng th? phao, dùng l??t sóng, dùng xây c?u....

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## Lori Grant says

A must-read book on decision making and problem solving, which are two critical competencies in business life.

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## Liz says

This book was pretty good. I liked some of the examples even if they were out of date. The book suggests four questions to help you solve problems:

- What would Croesus do? Imagine a individual with unlimited resources. How would they solve this problem? Then can I take that answer and translate it to make it affordable for the average customer.
- Why don't you feel my pain? Look for externalities to the issue – (the external costs of the purchase or behavior – I don't have to out run the bear, I just have to out run you), for inefficient behaviors of buyers and sellers and look for a way to solve this.
- Where else would this work? Once you find a solution for one problem, consider where this may help with other problems, such as neolane wheel son luggage applies to inline skates.

- Would flipping in work? Check if flipping the solution may work better or be a solutions for some other problem. Clear state the problem and the solution. Now try to switch some of the words in the solution to their antonyms. What interesting solutions come from this?

For many problems you must think inside the box, use constraints the solution must use to pre-filter your thinking and narrow your search.

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## **Omar Halabieh says**

Below are five key lessons from the book, in the form of excerpts:

1- "Some people have the notion that coming up with concrete solutions for real-world problems is somehow reserved for the experts - that the techniques for innovation are beyond the capacity of the typical person. Baloney. Innovation is a skill that can be taught. And what's more, the potential for innovation is all around us. The problem is that the sense of innovation as everyday ingenuity often gets lost in our high-tech world. That is a problem we aim to fix with this book."

2- "Most "original" ideas aren't completely original, but instead are the result of two basic methods for generating ideas: problems in search of solutions and solutions in search of problems. People usually think of problem solving as a search for solutions. But in everything we do, we look for symmetries. Thus, we also see that problem solving can be a search for problems once you've found a good solution. Both approaches have their advantages."

3- "What would Croesus do? Why Don't you feel my pain? Where else would it work? Would flipping it work?...We have now introduced four central idea-generating tools: WWCD, internalization, translation, and symmetry...Now, you might be asking, are these the only tools out there for generating ideas? The answer is clearly no. There are rich theories of how scientific discoveries play out over time - incrementally adding to our knowledge through systematic and painstaking experimentation. But our why-not tools are geared toward discovering solutions that in a sense already exist but have just bot been put into effect...You need to learn different tools because some solutions can best be found with particular tools."

4- "Principled problem solving means that you take into account the principles that any solution must satisfy. The more of these principles you can identify, the closer you are to the solution. There may be fewer options to explore, but those are the right ones to focus on...While we typically think of filters as constraints, we want to convince you that identifying the underlying attributes of any solution can be liberating and can actually help you generate ideas."

5- "Coming up with a great idea is only the beginning of the battle. If you really want to change your company or the world, you need to sell the idea and you need others to buy in. The art of persuasion is particularly important because, and we've repeatedly emphasized, many ideas for great new products or services are not great ideas to start new businesses. Sometimes - usually, in fact - the best entity to put the idea into practice will be an existing firm. Even if your idea is, objectively speaking, brilliant, you won't necessarily have an easy time selling others on it. Be prepared to encounter remarkable levels of resistance and prejudice along the way."

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## **Lucas says**

Really interesting book on problem solving. Great examples and stories of large problems solved and interesting small ones.

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## **Roy says**

The ideas in this book can be applied in a lot of ways. Good case studies.

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## **Frans Saxén says**

Professors Nalebuff & Ayres presents their favorite techniques for coming up with new ideas. These are some variation on the theme "Why not?" While the book didn't give me any amazing "eureka" reading experiences, it nevertheless presented some interesting ways of generating ideas. Quite brief, so may well be worthy of a read.

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## **Ankit says**

A great read, walking you through various ways of getting good ideas, with illustrative case studies

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## **Max Nova says**

"Why Not" is a book about how to approach problem solving in the real world. There are 4 main strategies constantly referred to in the book:

- 1) What would Croesus do?
- 2) Why don't you feel my pain?
- 3) Where else would it work?
- 4) Would flipping it work?

Nalebuff and Ayres use a combination of theory and real-world examples to make this book a fast, fun, and enlightening read.

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## **Wellington says**

Fun book which got me thinking about all kinds of ideas for starting a business.

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## **David says**

Thought-provoking, though a little rambling and repetitive towards the end. In particular, the chapter on one of the author's own efforts to develop and sell a new line of bottled tea products seemed self-indulgent, and detracted from the overall interest of the book.

The most interesting aspect was the discussion of how one society or country's default choices can be completely beyond the pale in another society. Also, the extent to which a particular choice of default option (e.g. on such matters as subscribing to a retirement fund, decisions about organ donation, or opting in/out of e-mail and other kinds of marketing programs) can affect levels of participation. I'm not sure whether to be relieved or alarmed that my own inertia with respect to these kinds of choices is essentially typical; it certainly reinforces how easy it can be to be exploited by marketers with the right kind of savvy and insight into human behavior.

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## **Jk says**

I've never met Barry Nalebuff, but I suspect if I did we'd get along real well. This is probably the 3d book of his that I've read, and I generally find myself saying "yeah, that makes sense" to most things he has to say.

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## **Yofish says**

By a couple of Yale profs (including one who invented Honest Tea). Supposed to increase your ability to think creatively (mostly in the realm of business). Not sure it would actually help someone. But it did a reasonable job of explaining the creative process, and some mathematical thinking even, without patronizing. A good blend of examples, and didn't really ever get repetitive. Interesting, yes. Useful? Unclear....

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