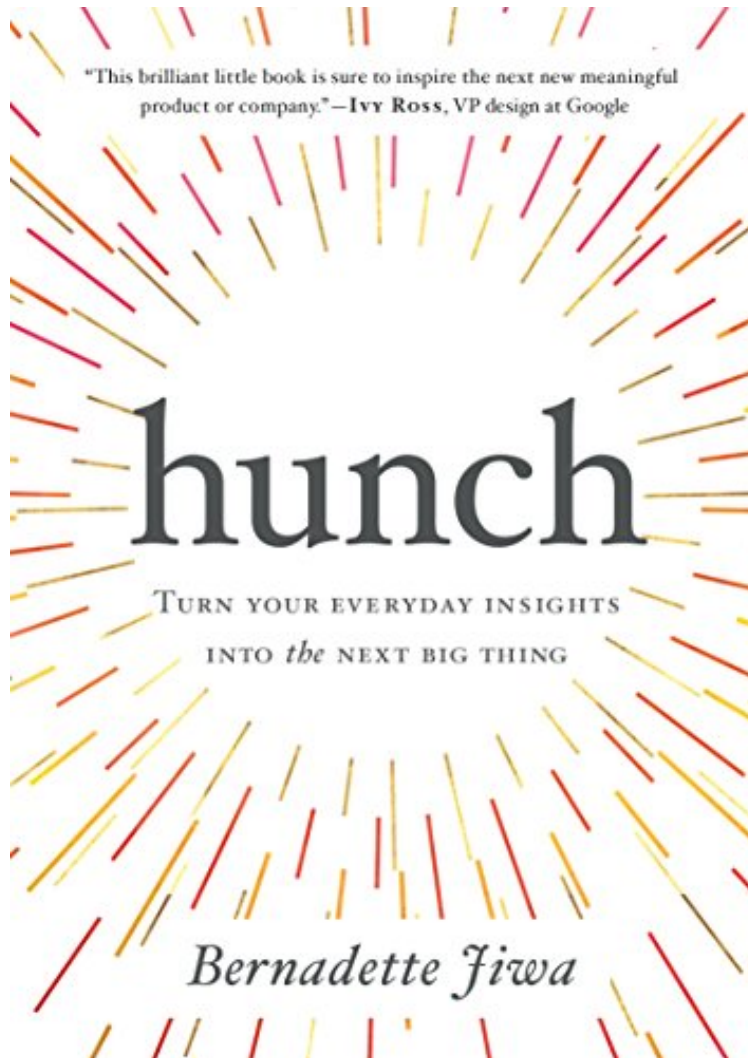


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## Hunch: Turn Your Everyday Insights Into The Next Big Thing

*Bernadette Jiwa*

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**Bernadette Jiwa : Hunch: Turn Your Everyday Insights Into The Next Big Thing** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hunch: Turn Your Everyday Insights Into The Next Big Thing:

24 of 25 people found the following review helpful. A modern classicBy Seth GodinLike the very best business books, this one will get under your skin. The ideas persist, and you'll begin to see the world differently.It's a fine companion to Difference and Marketing: A Love Story: How to Matter to Your Customers.My test for recommending a book is how often people come back to me with thanks for the find. With Bernadette's books, it happens a lot.0 of 0 people found the following review helpful. A Companion for Your Camera and NotebookBy Dave RothackerIt's written elsewhere here that there is nothing new in Hunch. I agree.Then again it's a rare book where someone has taken the

concepts of ideas, opportunities, insight, creative process, curiosity, empathy, imagination and design, woven in stories, case studies and guided exercises and produced such a clear and concise treaty on turning common insight into successful products, services or things. So yes, while we are familiar with the concepts, I argue it's the story, structure and orderly content that prompts fresh learning. Although I will say, I've read thousands of books and I don't quite remember seeing anything like Bernadette's stimulating exercises. With simplicity she leads us through processes that promise to deliver insight. 1 of 1 people found the following review helpful. A nice read but no new information  
By Sharen C. OK. A nice read but no new information.

Where will your next big idea come from? Analyzing hard data? A corporate brainstorming session? Customer focus groups? Or closer to home? Successful people don't wait for proof that their idea will work. They learn to trust their gut and go. In *Hunch*, international bestselling author and business adviser Bernadette Jiwa shows you how to harness the power of your intuition so you can recognize opportunities others miss and create the breakthrough idea the world is waiting for. She explores inspired hunches, from one that led to the launch of the breakout GoldieBlox brand to another that helped a doctor reduce infant mortality rates around the world. Filled with success stories, reflection exercises, and writing prompts, *Hunch* is the indispensable guide to embracing your unique potential and discovering your own winning ideas.

"This brilliant little book is sure to inspire the next new meaningful product or company." -Ivy Ross, VP design at Google  
"At the heart of every great business is a leader with a curious mind, heart, and spirit. *Hunch* helps you to tap into those often overlooked yet valuable qualities that will unlock your boldest ideas."  
-Chip Conley, strategic adviser at Airbnb  
"This book provides much needed jet fuel for any leader of creative people."  
-Bernadette Jiwa reminds us that if we want to leap, we must use our higher human capabilities and not delegate our intelligence to data and tech.  
-Chris Bruzzo, chief marketing officer at Electronic Arts (EA)  
"Hunch arms you with powerful tools you won't find in a traditional business book. Read it and realize the potential we all have to be creative."  
-Antonio Zea, senior director at Under Armour  
"Empathy and intuition are the new killer app, and this book shows how to deploy them with astonishing results."  
-Carson Tate, author of *Work Simply*  
"While data-driven decision making is a useful business capability, Bernadette Jiwa reminds us that gut and instinct still reign supreme. *Hunch* goes further, showing you in practical ways how to cultivate this important skill."  
-Steve Clayton, chief storyteller at Microsoft  
"Your next great insight is right under your nose, and you're probably missing it. Bernadette Jiwa expertly shows you how to connect the dots in your world to transform everyday hunches into impactful work."  
-Todd Henry, author of *The Accidental Creative*  
"Hunch shines a light on the true engine of business success: the instincts that live inside us all."  
-Ken Segall, author of *Think Simple*  
About the Author  
BERNADETTE JIWA is a recognized global authority on the role of story in business, innovation and marketing and the author of five best-selling books on marketing and brand storytelling. She advises, consults and speaks to entrepreneurs and business leaders who want to build meaningful brands. Her work takes her from Melbourne to New York (and everywhere in between).