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of LEGO® and its
iconic plastic bricks,
offers insightful
revelations about
engineering, business,

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and the capricious
nature of the toy

industry. June 12, 2019
Spring 2019, SWE
Magazine

Toy Industry Conquered Global **Brick by Brick: How LEGO Rewrote the Rules of Innovation**

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Sometimes radical yet
always applicable,
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with real-world lessons
for unleashing
breakthrough
innovation in your

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organization, using
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most remarkable
business
transformations in
recent history—as a
business model. As
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revolutionary changes
in kids' lives and began
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the company's ...

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Brick reveals how
LEGO: - Became truly
customer-driven by co-
creating with kids as
well as its passionate
adult fans - Looked
beyond products and
learned to leverage a...

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Toy Industry ... In the
four decades since the
birth of the brick, LEGO
had always gone its
own way, eschewing
partnerships and
licensing agreements.
It succeeded at almost
every turn. Year after
year, the company's

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master toy makers had
unerringly divined what

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summary of David C.
Robertson and Bill
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complete summary of
the ideas from David C.
Robertson and Bill

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Breen's book "Brick by
Brick" explains
innovation through the
story of the LEGO
Group.

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Interview with David C
Robertson, author of
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toy industry) Jon:

David, the first thing I'd like to know is did you play with Lego as a kid, and do you still play with Lego? David: I did have LEGO as a kid, although it wasn't my favorite toy. My two favorite toys were Hot Wheels and slot cars.

Interview with David C Robertson, author of BRICK BY BRICK

...

In BRICK BY BRICK:

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David Robertson

How LEGO Rewrote the Rules of Innovation and Conquered the Toy Industry, Wharton Professor of Practice

David Robertson reveals how LEGO grew from a small woodworking shop in a tiny Danish town to become one of the most beloved global brands of all time - and in the process creating a blueprint for the most effective ways to innovate, lead and win.

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**In Brick by Brick,
David Robertson
takes readers inside**

... Conquered Global

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always applicable,
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for unleashing
breakthrough
innovation in your
organization, using
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experienced one of the
most remarkable

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business
transformations in
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in kids' lives and began
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world's most beloved brands: LEGO. By examining the management strategies that brought LEGO back from near-disaster, Brick by Brick outlines how innovation can be managed responsibly.

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