

## BOOK REVIEW: THINK BIGGER - HOW TO INNOVATE BY SHEENA IYENGAR

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### ABSTRACT

The book "Think Bigger" by Sheena Iyengar offers a structured approach to fostering creativity and making meaningful choices through a method that guides individuals and organizations in generating innovative ideas. Iyengar draws from neuro and cognitive sciences to present practical steps for creative thinking, debunking the myth that big ideas are only for a select few. The book provides tools to spark innovation, emphasizing the interconnected nature of choice and creativity. It introduces a method that involves defining problems, breaking them down into sub problems, searching for diverse solutions within and outside industries, and mapping these solutions into a Choice Map. Additionally, the book discusses techniques to address choice overload, the importance of diversity of knowledge in innovation, and the significance of framing questions differently to access various solutions. Overall, "Think Bigger" offers insights and tools for driving innovation by addressing common challenges and providing a structured approach to creative problem-solving.

*Key Words:* "Think Bigger", Sheena Iyengar, innovation, problem-solving, choice mapping, creativity, and empowerment.

### INTRODUCTION



"Think Bigger: How to Innovate" is a book written by Sheena Iyengar and the publisher is Columbia University Press. It has 248 pages. It's a relatively concise. In "Think Bigger: Unleashing the Power of Choice," Sheena Iyengar, a renowned expert in the field of decision-making and author of the groundbreaking work "The Art of Choosing," invites us on a journey to explore the expansive landscape of human decision-making. Drawing from decades of research and real-world experiences, Iyengar illuminates the profound impact of choice on our lives and unveils the transformative potential that lies within our decisions.

At the heart of "Think Bigger" lies a fundamental question: How can we harness the power of choice to create meaningful change in our lives and in the world around us? Iyengar argues that by expanding our perspectives and embracing a broader understanding of choice, we can unlock new possibilities and cultivate a deeper sense of fulfillment.

Throughout the pages of this thought-provoking book, Iyengar challenges conventional wisdom and invites readers to reconsider their assumptions about decision-making. Drawing on a rich tapestry of examples, ranging from personal anecdotes to cutting-edge research, she demonstrates the multifaceted nature of choice and its far-reaching implications.

But "Think Bigger" is more than just a theoretical exploration—it is a practical guide for navigating the complexities of choice in an increasingly interconnected world. With clarity

and insight, Iyengar provides readers with tools and strategies to make more informed decisions, harness their agency, and cultivate a sense of purpose.

As we embark on this journey with Sheena Iyengar, we are invited to think bigger, to expand our horizons, and to embrace the power of choice as a force for positive change. "Think Bigger" is not just a book—it is a manifesto for reimagining our relationship with choice and unlocking our full potential. Read, considering its profound impact on readers over the decades.

## **ABOUT THE AUTHOR**

Sheena Iyengar is the S. T. Lee Professor of Business in the Management Department at Columbia Business School and the best-selling author of *The Art of Choosing* (2010). She is a leading expert on the study of innovation, choice, leadership, and creativity and regularly consults with a range of organizations on methods for innovation.

## **PUBLISHER**

"Think Bigger: How to Innovate" published by Columbia University Press. Established in 1893, is a university press affiliated with Columbia University in New York City. It publishes approximately 200 new titles annually across a wide range of subjects, selling its books globally and receiving numerous awards

## **TARGET AUDIENCE**

"Think Bigger." It is particularly beneficial for those who interested in understanding how to generate Ground breakings by combining experience and opportunities in Result-oriented ways. Additionally, the book Pleadings to young minds, entrepreneurs, business leaders, students, and professionals to develop a deeper understanding of innovation, choice-making, leadership, and creativity.

"Think big" by Sheena Iyengar primarily targets individuals interested in Self-refinement, and the psychology of decision-making. The book emphasis on concepts related to choice, decision-making, and how to make better choices to lead a more Flourishing life. Therefore, the target audience could include:

- People who want to become more adept at making decisions by understanding how they make decisions.
- Professionals in fields such as psychology, business, marketing, and leadership interested in human behaviour and decision science.
- Students studying in various fields.
- Readers looking for real time advice on how to achieve targeted goals.

## **THEME OF THE BOOK**

Sheena Iyengar's "Think Bigger" centres on the importance of broadening one's viewpoint and eschewing constricting ideas or ideas. Author emphasizes the importance of extending one's imagination and considering limitless possibilities. She empowers readers to shift to conventional thinking and excel the boundaries." "Think Bigger" is an appeal to people to take chances, be open to uncertainty, and dare to aim high in order to open up new possibilities for development and creativity.

## **HERE ARE SOME KEY ASPECTS OF THE BOOK:**

"Think bigger" by Sheena Iyengar provides insightful information about broadening one's perspective and decision-making process. Here are ten major takeaways from the book:

- **Welcome opportunity:** the book Emboldens readers to think beyond limiting Faith and consider a wider range of opportunities.
- **Disprove presumptions:** Iyengar tells readers to recognize their assumptions and biases, which are hindering their thinking pattern and potential balance between dream and
- **Reality:** while thinking big is important, it's also important to ground dreams in reality and implement practical steps for achieving goals.
- **Develop fortitude:** developing tenacity in the face of setbacks and obstacles is crucial for maintaining momentum on the journey toward achieving big goals.
- **Locate your mission and meaning.** Thinking bigger is not just about achieving material \growth but also about finding meaning, purpose, and accomplishment of one's goals.
- These takeaways encase the key lessons from "think bigger," offering readers a idea for expanding their thinking.

## **CONCLUSION**

In "Think Bigger" by Sheena Iyengar, readers are invited into a world where limitless possibilities for growth. With practical strategies and insightful advice, author empowers individuals to take break free from a stereotype mind set of endless potential. "Think Bigger" is not just a book; only provides a framework for innovation. Long after the last page, Iyengar's message continues to ring true, inspiring us to aim high and think expansively in all facets of our lives.