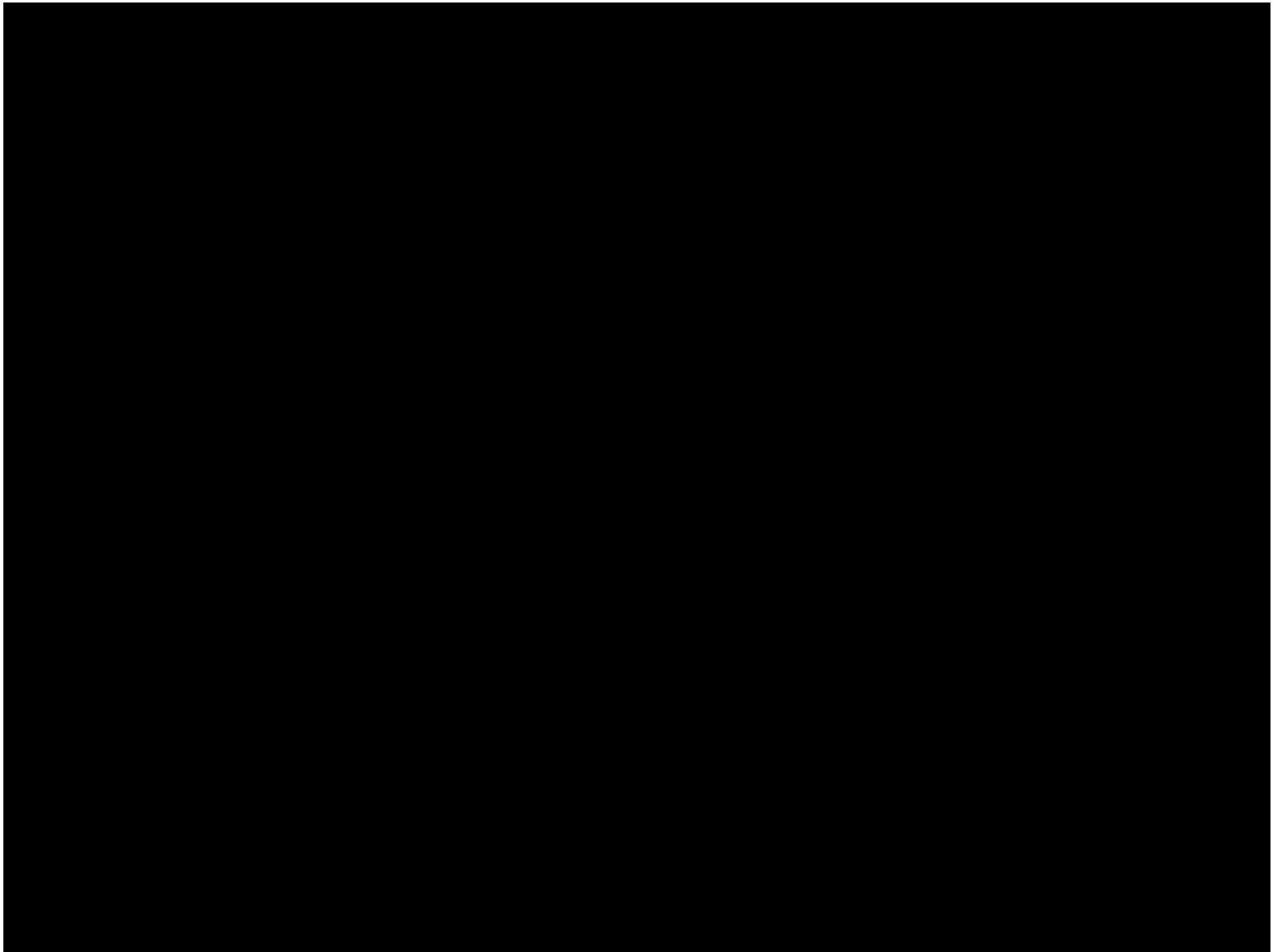
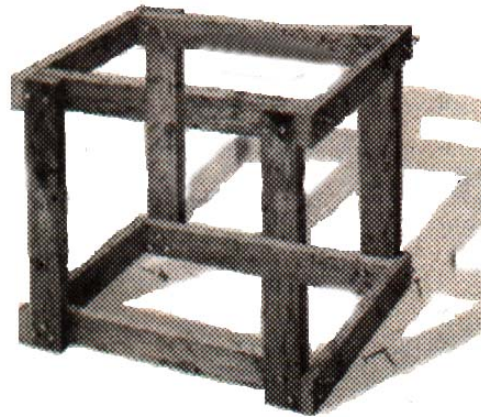
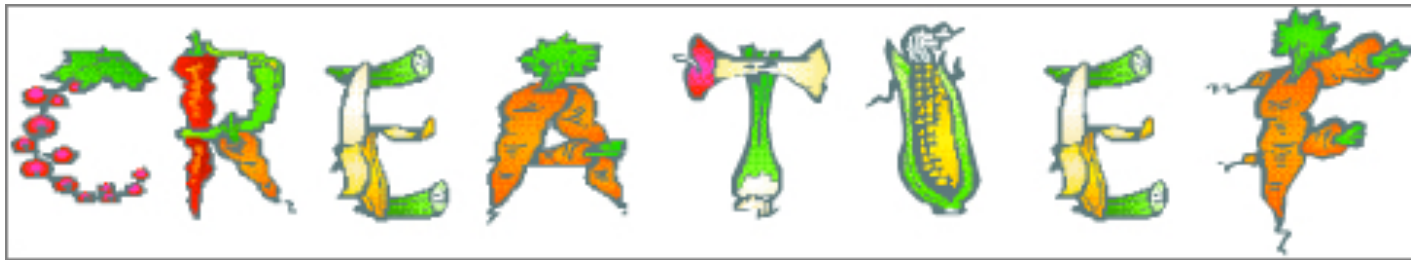


DA VINCI & the BLACK SWAN

Dare to make an idiot of yourself



Idea killers : wheel



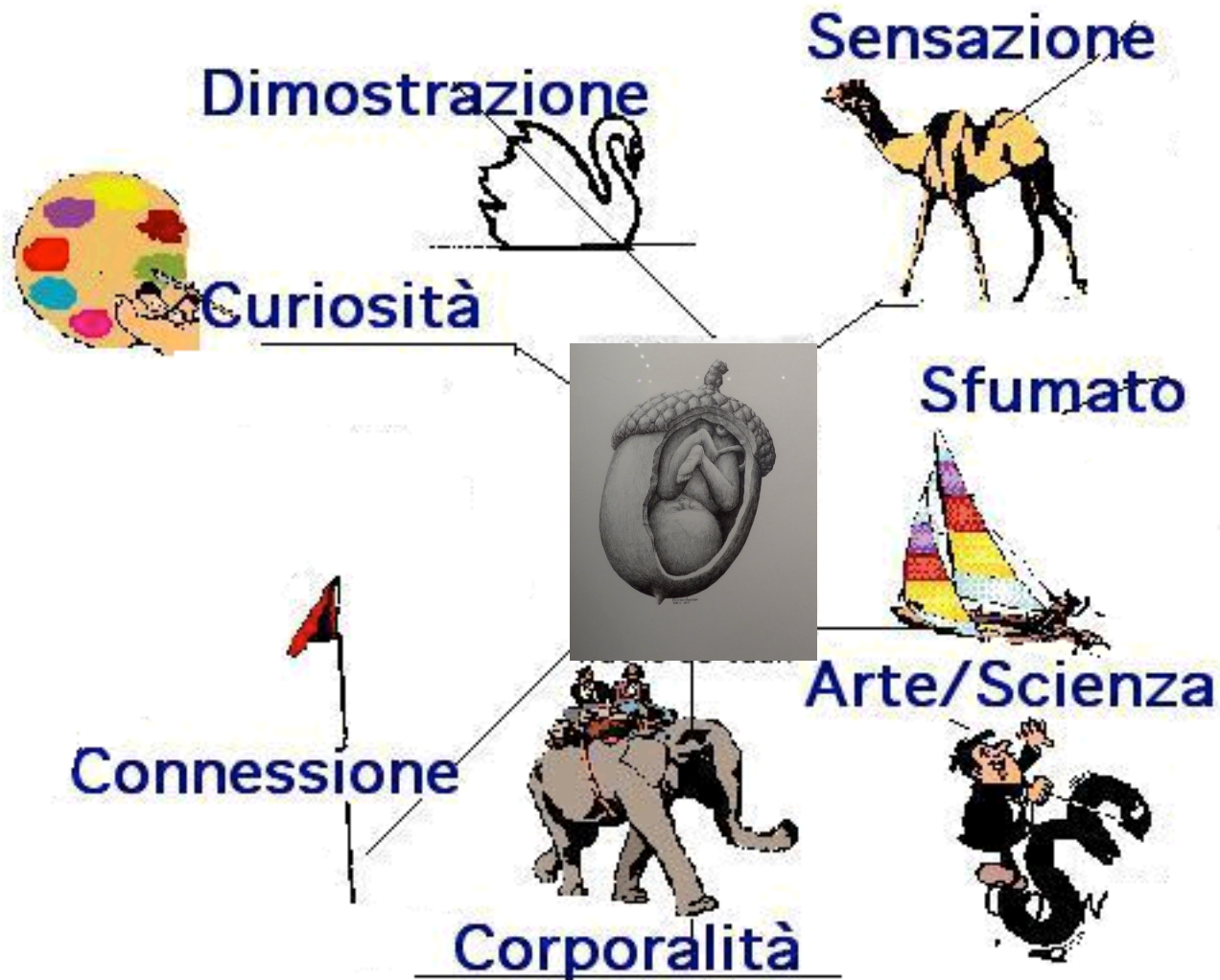
inside the
box



“ He may look like an idiot,
He may act like an idiot,
But mind you,
He is an idiot.”

Groucho Marx

Leonardo da Vinci 'says'





FAILED IT!

How to turn
mistakes into
ideas and
other advice
for successfully
screwing up

Erik Kessels

PHAIDON

FAILED IT!

Erik Kessels



Let's face it, **we've all failed**. Maybe not on a grand scale, but in some way, shape or form, we've screwed up.

Conventional wisdom tells us failure isn't a good thing, whether it's a **minor screw up**, a complete disaster or some kind of misfortune in between. If something has failed, somebody's in trouble.

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This book is about having the courage to fail. It's about being **inspired by errors**, not regretting them. It's about risking total humiliation to create something entirely unique.

Who knows what wonders this **radical rethinking** will reveal? The results will surprise you and everyone around you – **true originality** can't be predicted. Whatever the outcome, at the end of the day you can put your feet up and know that you haven't just **nailed it**...

you've FAILED IT!

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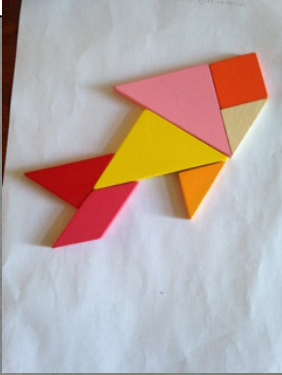
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New start-up:

***Always
always
look for***



***What you
DON'T
know !***

Definitie: (positieve beschrijving voor)
iets nieuws dat je terecht hebt
ondernomen, maar dat niet tot
het gewenste resultaat heeft
geleid.



**ZONDER RAKELINGEN,
GEEN SUCCESSEN.**



**"RAKELINGS LANGS
HET DOEL"**



**IETS NIEUWS,
INITIATIEF**



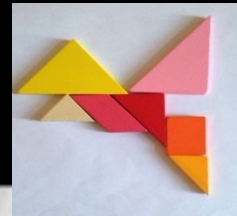
**GOEDE
BEDOELING**



**JE KOMT IN
BEWEGING.**



**ZENDT SIGNAAL UIT
(HIER GEBEURT IETS).**



RAKELING



**ALS JE EROVER PRAAT,
LEREN ANDEREN
ER OOK IETS UIT.**



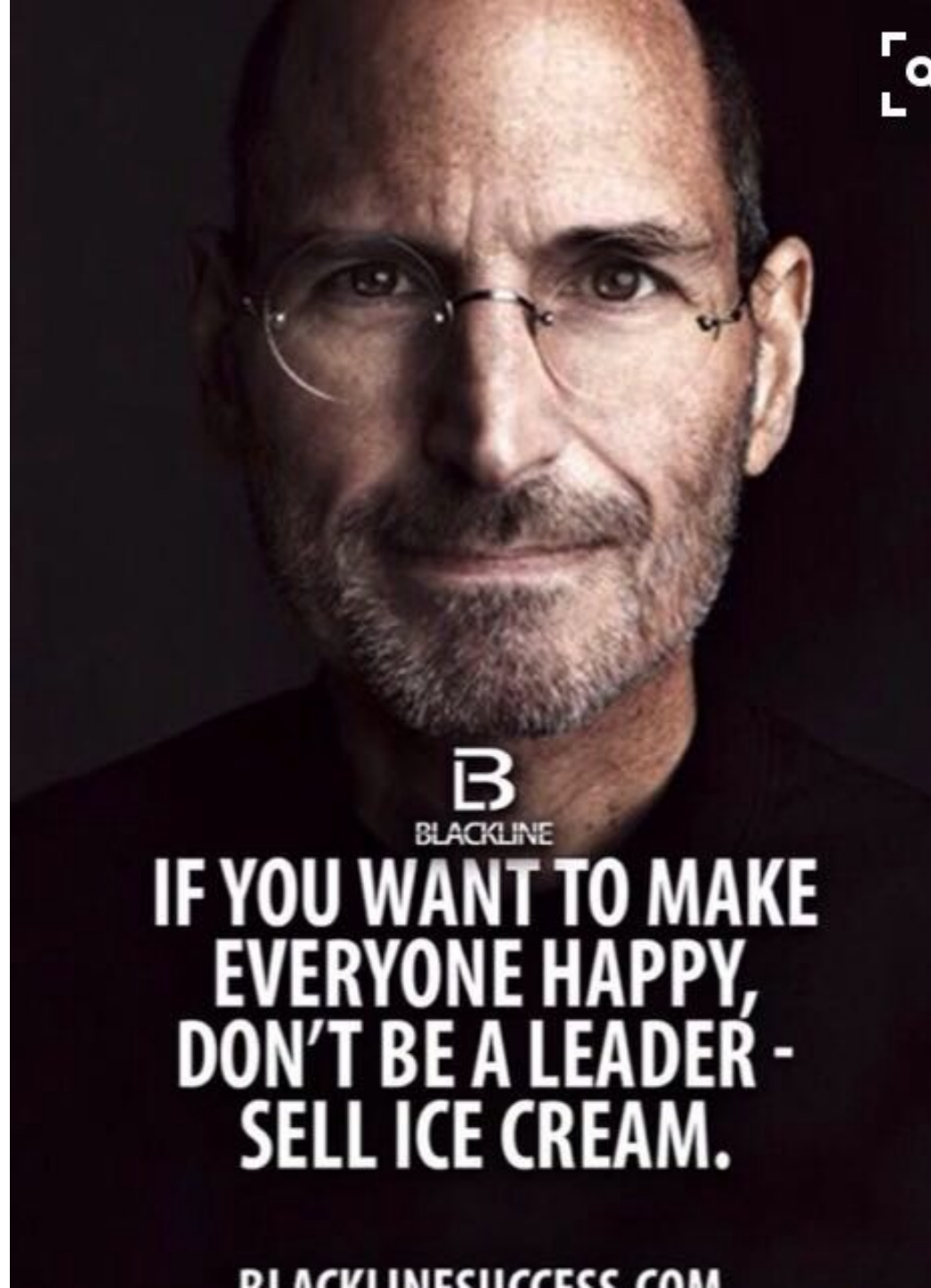
**JE LEERT ER
IETS UIT.**



**LEIDT ALTIJD TOT
IETS (SERENDIPITEIT)**



**JE BEINVLOEDT DE
OMGEVING.**



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