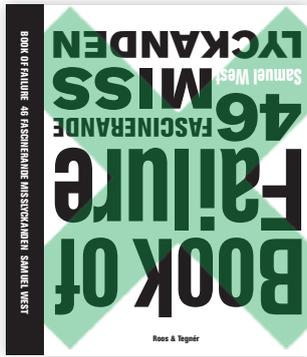


BOOK OF FAILURE – 46 FASCINATING EXAMPLES



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Book of Failure – 46 fascinerande misslyckanden

Samuel West
140 x 186, 144 pages

"This thing we call failure, it's not the falling down, but the staying down." Mary Pickford

In June 2017, innovation researcher Samuel West opened the Museum of Failure in Sweden. The unique museum received massive global media attention and visitors from all over the world visited the small city in Southern Sweden to see this curious exhibit. Paradoxically, the Museum of Failure became an immediate success. Since then the exhibit has opened in Los Angeles, Toronto and Shanghai and is soon opening in Munich and London.

Tired of all the stories about successful innovations, Samuel wanted to explore the neglected side of progress. Innovation is risky business and most innovations fail. While failure is often funny, Samuel's mission is also serious. He wants to destigmatize failure by demonstrating how failure is the basis for all progress. He wants to stimulate a more productive discussion about failure so that we can begin accepting it rather than sweeping it under the carpet.

After a short introduction about Samuel, innovation, the museum and its aim, the book explores its theme with illustrations and the stories of the museum artifacts.



About the author:

Samuel West is a licensed psychologist, and has a PhD in Organizational Psychology. He is the founder and curator of the Museum of Failure. He is American-Icelandic, and lives in Sweden.

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