

Contents

Acknowledgments — VII

About the Author — XIII

Introduction and How Fusion Can Help You — XV

Chapter 1

Art and Music — 1

Paul Klee: Modern-Primitive Art — 1

Ravi Shankar: Indo-Euro “Fusion Music” — 2

Salvador Dali: Visualizing Einstein’s Relativity and Collaborating with Walt Disney — 3

Chapter 2

Biomimicry — 5

Desert Greenhouses Inspired by Camel Nostrils and the Namibian Fog-Basking Beetle — 5

Festo: Elephant-Trunk-Inspired Robotic Arms and Hands — 6

Speedo Sharkskin for Olympic Swimwear and Submarines — 7

Shinkansen: Japan’s Kingfisher-Beak-Inspired “Bullet Train” — 8

Slug-Slime-Inspired Surgical Superglue — 9

Whalepower: Whale-Inspired Turbines — 10

Chapter 3

Consumer Products and Retailing — 11

Apple and Corning: Gorilla Glass for Car Windshields and Mobile Phones — 11

Amazon: The Internet Bookstore (and More) — 12

Coca-Cola: Tasty Medicine — 13

Lego: Play System — 15

L’Oréal: The Science of Beauty — 16

Nike: “Last Foot” Personalization — 17

P&G and NineSigma: Electronic-Polymer Clothing — 18

PepsiCo: From Osteoporosis to Low-Sodium Treats — 19

Ralph Lauren: Mass Class — 20

Ramraj: Velcro Dhotis — 22

Walmart: Vendor-Managed Inventory — 23

Chapter 4

Entertainment — 24

Chuck E. Cheese's: The Amusement Park Restaurant — 24

Cirque du Soleil: The Broadway Circus — 25

Dilbert: Office Fun — 26

Disney and Pixar: The Technology and Business of Art — 27

Disneyland: Fantasy and Reality for Kids and Adults — 30

IndianRaga: Technology and Business for the Arts — 32

Netflix: Mailing and Streaming Videos — 32

Chapter 5

Everyday Inventions — 34

Fax — 34

Lawn Mower — 35

Printing Press and the Gutenberg Bible — 36

VELCRO® — 37

Wheeled Luggage — 38

Wind-Up Radios — 39

Chapter 6

Healthcare — 40

Aerobics and Jane Fonda's Workout: Integrated Fitness on the World's
#1 Home Video — 40

Aviation Healthcare at Rotterdam Eye Hospital — 41

Coca-Cola Medicine Delivery — 42

Given Imaging: Guided-Missile Gastroenterology — 43

Healthcare Games: The Children's MRI — 44

Minute Clinics: Fast-Food Healthcare — 45

NVIDIA: Gaming for Healthcare — 46

Ritalin: Psycho-Active Drugs for Kids — 47

Chapter 7

Leaders and Organizations — 49

Bill and Melinda Gates Foundation: High-Tech Humanitarianism — 49

Elon Musk: Tesla and SpaceX — 50

Lean Start-up and Open Innovation: Blending the Best of Start-ups
and Mega-Corporations — 51

NetForm and TrustSphere: Social-Network Mathematics —	52
Satellite Radio, United Therapeutics, and One of the World's Highest-Paid CEOs —	53
The Tiger Center: The Golden Triangle —	55

Chapter 8

Science — 59

Albert Einstein: Energy and Mass, Space and Time —	59
Charles Darwin: Theory of Evolution —	60
Leonardo da Vinci: Art, Science, and Modern Acoustic Theory —	61
Gregor Mendel: Mathematics + Biology = Genetics —	63

Chapter 9

Services — 64

Commerce Bank: Fast-Food Financial Services —	64
Dr. Ruth: Sex (Therapy) on the Radio —	65
Eat Purr Love: Cat Cafés/Dog Cafés and Animal Therapy —	66
Fast-Food Weddings at A Little White Chapel —	67
FedEx: An Envelope in Every (Airline) Seat —	68
Harvard Business School: The Case Method —	69
IDEO and Design Thinking: Design, Technology, and Business —	70
Legal Grounds: The Law-Firm Coffee Shop —	72
StockX: A Stock Market for Sneakers (and More) —	73
Subway: Healthy Fast-Food —	74

Chapter 10

Technology — 76

Apple: The Art of Technology —	76
Atari and <i>Pong</i> : Personal Arcade Games —	77
Google: Academic Citation Rankings for All —	79
Litterati and Plogging: Ecofriendly Social Media —	80
Microsoft Office: Integrated Words, Numbers, Graphics, and Communication —	82
NASA: The Hubble Telescope's Shower-Head Mirrors —	82
<i>Pokémon Go</i> and <i>ARQuake</i> : Outdoor Augmented-Reality Gaming —	83
SpaceX: Rocket Recycling —	84
WWW: Connecting Computers, Information, and Humanity —	85

XII — Contents

Chapter 11

Travel and Housing — 87

Airbnb: Internet Home-Hotels — **87**

BillionBricks: Architecture, Finance, and ICT for the Homeless — **89**

Boeing-NASA-Airbus: Manta-Ray Aircraft — **90**

Ford and Oldsmobile: Automobiles and Meat-Packing — **91**

GPS: Taking Global-and-Local to a Whole New Level — **93**

Heatwave: The Beautiful Radiator — **94**

Termite-Human Habitation — **95**

Uber: Internet Taxis — **97**

Conclusions: How You, Too, Can Combine Unlikely Ideas to Create Radical Value — 99

Open Out – Think Bigger, Feel More — **100**

Open In – Discover Deeper — **102**

Collect Ideas, People, and More — **105**

Sense the Problem/Opportunity . . . The Real One — **107**

Fuse – and Re-Fuse — **110**

Bibliography — 121

Index — 129