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# THE ROLE OF CREATIVE IGNORANCE

Portraits of Pathfinders and  
Path Creators

Piero Formica



***The Role of Creative Ignorance: Portraits of  
Pathfinders and Path Creators***  
Piero Formica

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Traditionally, company experts and outside collaborators innovate by developing the knowledge map. Success or failure of incremental innovation hinges on this path. The Role of Creative Ignorance suggests the knowledge map should be abandoned and replaced with a new methodology, that of creative ignorance. With over 30 years of experience in international economics and entrepreneurship, Piero Formica explores the concept of creative ignorance in combination with path creation and its disruptive effect on entrepreneurship. Using narrative examples of innovators and companies worldwide, he introduces the characteristics of successful path creators that overstep the boundaries set by knowledge maps to open up new, unprecedented routes and connect them each other. In doing so, path creators reveal latent, unexpressed needs of consumers and drive innovation forward.