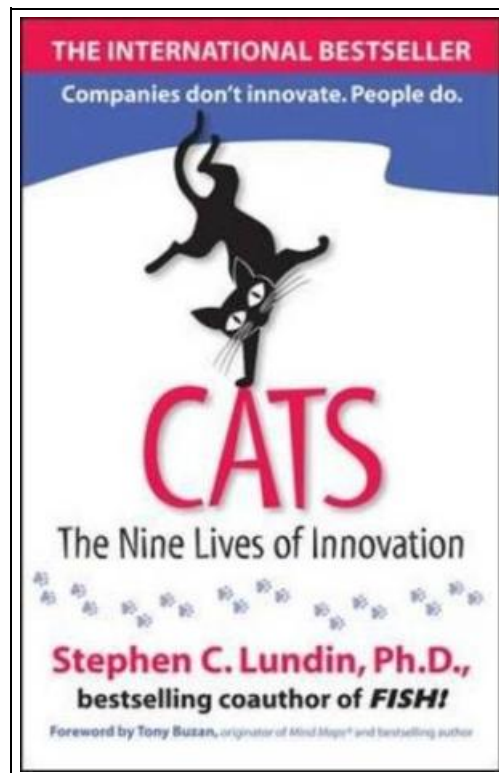


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Reviews

This book is fantastic. This is certainly for all those who statte there had not been a really worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Prof. Dale Fahey MD)

CATS: THE NINE LIVES OF INNOVATION (HARDBACK)

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McGraw-Hill Education - Europe, United States, 2009. Hardback. Condition: New. Language: English . Brand New Book. It s time to let the CATS out of the bag . . . Curiosity might have killed the proverbial cat, but without it very real achievements would never occur. With this book as your guide, you ll learn how to spark your innate curiosity, pounce on problems in ways you never imagined, and enjoy greater success and satisfaction at work-and in your personal life. Playful, profound, and positively upbeat, CATS provides what you need to tap into your power of innovation-and then unleash it in every member of your organization. While most business thinkers view this challenge from the top down, Stephen Lundin sees the subject from a CAT s-eye view, explaining how to get every employee--no matter what level--to think and act in innovative ways. Inside, he examines the four challenges to innovation and offers practical measures aimed at conquering them. You ll learn how to: Be brave (fraidy cats never innovate) Stop being normal (make your own rules!) Embrace failure (it s the only way to learn) Foster creativity (don t be a control freak) Lundin then describes the Nine Lives of Innovation, each of which is a step toward realizing your inner CAT and becoming a fully contributing member of an innovative organization. Prowling inside every employee is a questioner, a creator, an innovator--claws out and ready to pounce. Become a CAT and you may fi nd yourself springing on ideas in a way that surprises you-and everyone around you.



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