



100 Great Innovation Ideas

By Howard Wright

Marshall Cavendish International (Asia) Pte Ltd, Singapore, 2012. Paperback. Book Condition: New. 190 x 127 mm. Language: English . Brand New Book. Companies that fail to innovate will, like prehistoric dinosaurs, eventually disappear from the face of the earth. This book contains 100 great innovation ideas, extracted from the world's best companies. Ideas provide the fuel for individuals and companies to create value and success. Indeed the power of ideas can even exceed the power of money. One simple idea can be the catalyst to move markets, inspire colleagues and employees, and capture the hearts and imaginations of customers. This book can be that very catalyst. Each innovation idea is succinctly described and is followed by advice on how it can be applied to the reader's own business situation. A simple but potentially powerful book for anyone seeking new inspiration and that killer application.



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