



## The Innovation Book: How to Manage Ideas and Execution for Outstanding Results

*Max McKeown*

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**INNOVATION IN ACTION**

*The Innovation Book is your roadmap to creating powerful innovations that deliver success in a competitive world.*

*It answers the following questions:*

- How do you become a more innovative thinker?
- How do you lead and manage creative people?
- How can you use innovation tools to get the best results?
- How can you engage people with innovation?
- How do you avoid pitfalls, problems and screw-ups?

With a practical bite-size format, *The Innovation Book* will help you tackle the really important challenges and seize the most valuable opportunities.

"Inspired, ambitious and complete – a must-read for anyone interested in innovation, creativity and invention."

**Tom McMail, Ex-Microsoft Strategic Collaborations Director & Academic Innovations Manager**

"Strips big ideas down to their essence, making the complicated understandable and turning the theoretical into real-world practical. Recommended."

**Broc Edwards, SVP, Director of Learning & Leadership**



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