



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.”

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