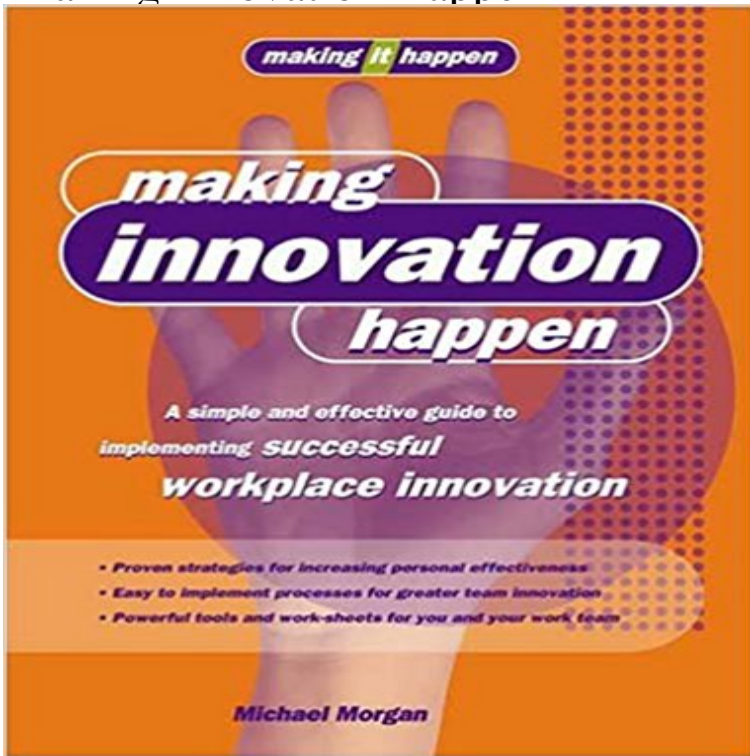


Making Innovation Happen



As competition for clients and customers gets tougher every day, businesses must constantly search out innovative ways of operating. This guide to promoting innovation in every level of a company offers simple techniques and advice that can be put to work immediately. Explaining innovation as a fluid business, it provides techniques for encouraging employees creativity and implementing new ideas in products, positioning, reaching the market, internal operations, and customer service, without costing big money or wasting valuable time.

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