



Business Innovation For Dummies

By Alexander Hiam

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Business Innovation For Dummies, Alexander Hiam, Discover how to access your creative power to boost your success in business. Success in business demands constant creativity. Generating fresh solutions to problems and the ability to invent new products or services for a changing market are part of the intellectual capital that gives a company its competitive edge. Business Innovation For Dummies gives you practical, easy-to-follow information for generating new ideas, using creativity to boost sales, solving problems creatively, mastering the art of invention, honing creative thinking skills, and identifying new opportunities. * Advice on how to apply creativity to the workplace * Ideas for spicing up presentations * Shows you how innovation leads to more productive business. Business Innovation For Dummies is a must-have guide for anyone in business who is looking to harness their creativity to boost productivity and revenue!



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