

Brand Opening: Using Open-Source Collaboration Principles to Create Big Ideas for Brands and Beyond (Paperback)



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Reviews

A really awesome book with lucid and perfect information. Of course, it is actually play, nonetheless an amazing and interesting literature. You are going to like just how the article writer create this ebook.




(Nakia Toy Jr.)

BRAND OPENING: USING OPEN-SOURCE COLLABORATION PRINCIPLES TO CREATE BIG IDEAS FOR BRANDS AND BEYOND (PAPERBACK)



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Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. It seems as if every brand and company is waving the innovation flag these days. However, when the pressure is on to create new ideas, most of them end up accessing the same old resources and using the same old approaches and end up with the same old tired, uninspired thinking. In Brand Opening, author and innovator John Palumbo encourages companies to break-out of their traditional idea-generation routines by recommending an open-source collaboration model that enables the input of many different disciplines, talents, experiences and perspectives. Palumbo brings his years of experience executing collaboration initiatives to bear as he presents the reader with a quick and insightful step-by-step playbook packed with useable information -- from the benefits of collaborating with diverse minds.to his rules for curating and managing a diverse brain trust.right down to techniques for addressing confidentiality concerns. His approach is sure to make some traditionalists uncomfortable, but his thoroughness, hard-hitting insights and personal examples prove this unique approach is a sure-fire way to open-up a world of creativity and opportunity for brands and companies.

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