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# THE BRIGHT IDEA BOX: A PROVEN SYSTEM TO DRIVE EMPLOYEE ENGAGEMENT AND INNOVATION



Aviva Publishing, N.Y. Hardcover. Book Condition: New. Hardcover. 276 pages. Dimensions: 9.2in. x 6.4in. x 0.9in. Winner of AXIOM Business Books Award and Pinnacle Book Achievement Award. Have you ever wondered what makes a company innovative? Research shows a strong correlation between employee engagement and innovation. Every company wants to be innovative, but very few realize the role of employee engagement in innovation. Innovation is not about creativity, nor is it about inventing new things. Innovation is about adding value to customers....

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- Authored by Jag Randhawa
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