



Possible: A Guide for Innovation

By Mr William Barr

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 204 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. Business has just two functions: marketing and innovation. The new book Possible informs you about the spirit of innovation and gives you an intuitive feel for it using quotes and anecdotes from business legends like Thomas Watson (IBM), Sam Walton (Walmart), and Henry Ford. It stays interesting and informative by quoting a spectrum of famous people including Niccolo Machiavelli, Abraham Lincoln, and Thomas Edison. Possible uses a breezy fast style, unabashedly entertaining, and briefly covering every aspect of the entire subject of innovation, allowing the reader to quickly re-read about an idea or technique and then go out and try it. Everyone with the power to change things in an organization can benefit from this book, which also discusses the latest idea in innovation called open innovation. Plus it gives you a list of specifics: the four basic ways ideas are used, 20 ways to measure innovation, 36 features of the corporate culture, and 21 techniques to develop ideas. Author John Steinbeck said the group never invents anything pointing out that the birth of a new idea starts...



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