



SmartStorming The Game Changing Process for Generating Bigger, Better Ideas

By Keith Harmeyer

Dog Ear Publishing. Paperback. Book Condition: New. Paperback. 334 pages. Dimensions: 9.1in. x 6.1in. x 0.9in. If the creators of brainstorming were alive today, they would be astounded at how far the concept has evolved. Riege and Harmeyer have created the ultimate idea-creating machine. Its going to be the textbook for the concept for decades to come. Al Ries, bestselling author of Positioning and Marketing Warfare In today's fast-paced, innovation-driven economy, chaos and disruptive change are the new business as usual. Organizations, business owners, entrepreneurs, and even individuals have no choice but to reinvent themselves and their product or service offerings on an ongoing basis. They must innovate--or risk slipping into irrelevance. Innovation is fueled by a constant stream of new ideas; and group brainstorming is the most widely utilized process for generating that fresh, original thinking. However, brainstorming as typically practiced is a fundamentally flawed process--loosely structured, poorly facilitated, lacking in effective techniques--and it often produces too few, truly innovative ideas. Its no wonder. Over 90 of those leading brainstorming sessions, in any industry, have had no formal training in how to do so effectively. SmartStorming: The Game-Changing Process for Generating Bigger, Better Ideas is one of the most comprehensive how-to...



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