



## RX for Business: Thinkivity

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By Sandra W Evans

iUniverse, United States, 2008. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Thinkivity is a dynamic new way of thinking for harnessing the power of creativity within organizations seeking an enterprise-wide roadmap for change. In addition to building internal processes for continuous improvement, it is an effective, convincing guide for enabling deeper and more meaningful connections with a company's key customers. With the second book of her Rx for Business series, Sandra Evans introduces the revolutionary Thinkivity continuum, an internal workflow system that builds a strong bridge between the internal processes of a business and the external relationships with customers, partners, and services. Drawing on her experiences of more than two decades as a manager and change agent for some of the most dynamic corporations in the United States, Evans has created a pragmatic and well-thought-out model for using creative thinking to connect a company's vision with its customers most urgent needs. Beginning with designing the structure for an actionable strategic vision and mission, this essential guide then provides careful instruction for building the capabilities within an organization necessary to meet those goals. Complete with case studies and...



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