



Marty Neumeier's INNOVATION TOOLKIT

By Neumeier, Marty

New Riders, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: This is a bundle containing both Marty Neumeier's book, The Designful Company, and his Innovation Workshop DVD. In his bestselling book The Designful Company (0321580060) Marty Neumeier introduces the management concept of nonstop innovation. "If you want to innovate," he says, "you've got to design. And if you want to innovate continuously, you need a culture of innovation." Whether the reader is a CEO of a global firm or the newest employee in a startup, the principles in these pages will help readers master powerful currents of change. The book includes: a new definition of design; how design thinking is different; what is good design?; and the sixteen levers of change. The 45-minute DVD video (0321636937) expands to fill a one-day workshop (normally costing \$800 per person!). Neumeier presents concepts from his three bestselling "whiteboard" books--THE BRAND GAP, ZAG, and THE DESIGNFUL COMPANY--to give teams the tools needed to thrive in the new economy. The DVD Video includes downloadable exercises to help work through crucial brand and innovation questions. The video covers: a new definition of brand; the three big strategic questions; how...



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