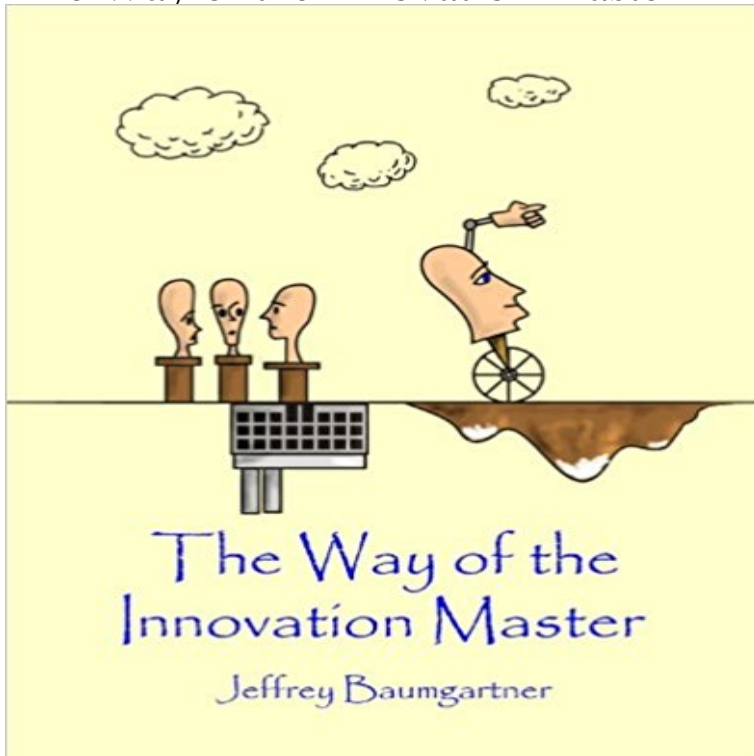


The Way of the Innovation Master



Become an innovation master and put your company firmly on the path to success through innovation. In *The Way of the Innovation Master*, you will learn: how to prepare an effective innovation plan, how to motivate employees to participate in your innovation initiative good and bad ways to generate ideas, reward schemes that work, the best ways to evaluate ideas and much more. *The Way of the Innovation Master* is no ordinary business book. Rather it is a unique and special book presented in three cycles. **The Journey** In the first cycle, you learn about Supertrade, a (fictional) multinational devoid of creative thinking. You will also meet Jane, the new CEO, who is determined to unleash the innovative potential of Supertrade. As a result, she embarks on a journey to the Temple of Ideas, a haven of creative thinking hidden atop an obscure mountain in Southeast Asia. As she climbs the mountain, she learns lessons that will prepare her for her learning in the temple. **The Dialogue** In the second cycle, you meet two old company presidents. They have recently come to realise that the times are changing and that they must introduce innovation initiatives into their family empires in order for those empires to survive. They discuss their thoughts and experiences in a series of dialogues that are both humorous and reflective of real conversations business leaders have as they adopt new innovation processes in their companies. **The Lessons** The third cycle is a series of concise, information-rich lessons that every innovation master needs to know in order to succeed. Each lesson covers a concept, method or process. And each lesson builds upon the previous ones, as well as Jane's journey and the company presidents dialogue, in order to build your knowledge and understanding of the innovation process. Together the three cycles take you on a journey of learning and experience

that will prepare you to become an innovation master able to launch an effective and profitable innovation process in your company.

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