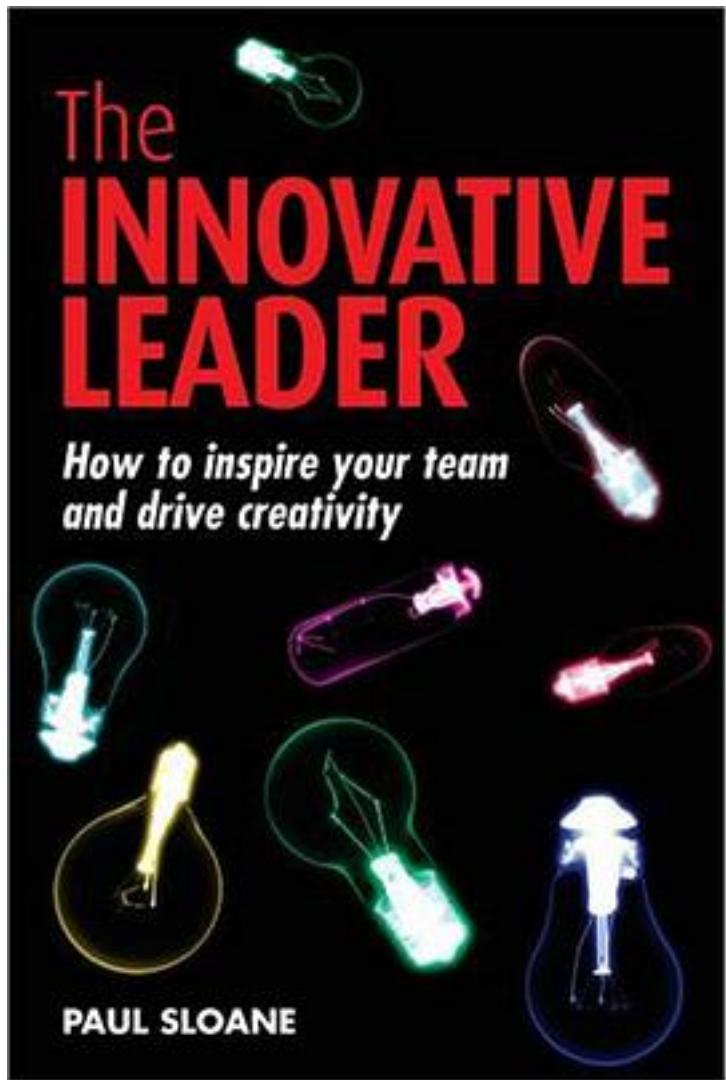


# The Innovative Leader



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The Innovative Leader stresses the importance of innovation and creativity in modern business to help organizations secure competitive advantage over rivals. It shows how to apply methods of innovation and creativity to the individual, to business peers, and to the organization. Author Pual Sloane demonstrates the importance of setting out your vision clearly and emphasizes the need for continual evaluation of the process. Numerous international examples illustrate how organizations such as Virgin, Body Shop, Disney, and 3M have benefited from this approach, encouraging excellence and entrepreneurship through challenging goals that keep employees motivated and engaged.

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