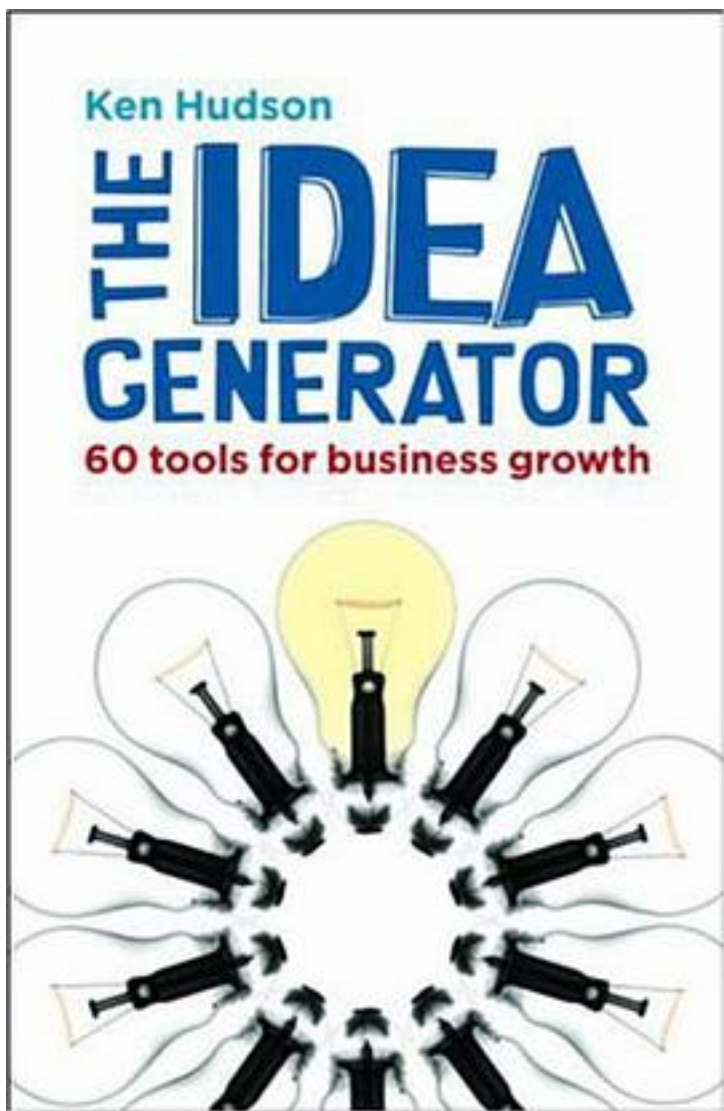


The Idea Generator



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This book offers brain-training for business. Unlock your creative abilities with these sixty simple and practical tools designed to help you brainstorm new ideas to kick start a business of any size. Ideas are the lifeblood of any business. But have you ever been stuck for one? If you have, then "The Idea Generator" is for you. It outlines sixty effective and practical tools to help you find inspiration and create big, new concepts. Each tool is simple to use and includes hints on how and when to use it for best results. They show you how to: create new growth opportunities; solve problems in a more powerful way; and, enhance your team's performance. "The Idea Generator" is a powerful handbook. It will benefit anyone involved in business: in innovation, sales, marketing, advertising, business development or new product development. Become more confident in your creative abilities. The results will be immediate.

作者介绍:

Ken Hudson has a PhD in organisational creativity. He has worked in senior roles for over 15 years in marketing, advertising and management consulting. Hudson has worked with many leading brands, including Heinz, Wrigley, Colgate, Kellogg's, Unilever, DuPont and Nestle. He also teaches Marketing Creativity, a subject he designed, at the University of Technology, Sydney. Visit his website at www.ideaspace.com.au

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