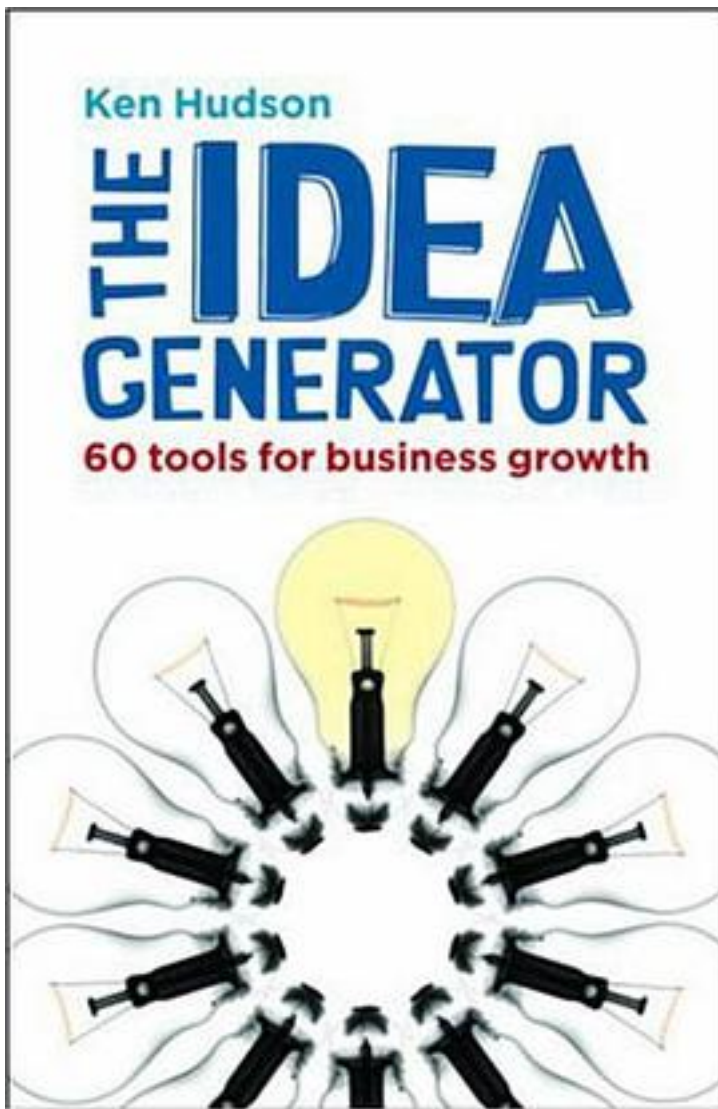


# The Idea Generator



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The effective and practical tools outlined in this powerful handbook help businesspeople solve problems, create new opportunities, and improve individual and team performance. Exploring the typical ways businesses and their leaders get stuck--being trapped by precedent, incremental growth, familiar ideas and solutions, and career blockage--this reference gives fresh, resourceful techniques for overcoming such scenarios. Anyone involved in business, whether in innovation, sales, marketing, advertising, business development, or new-product development, will benefit from the simple tools and hints offered and will be better able to generate creative, profitable ideas.

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