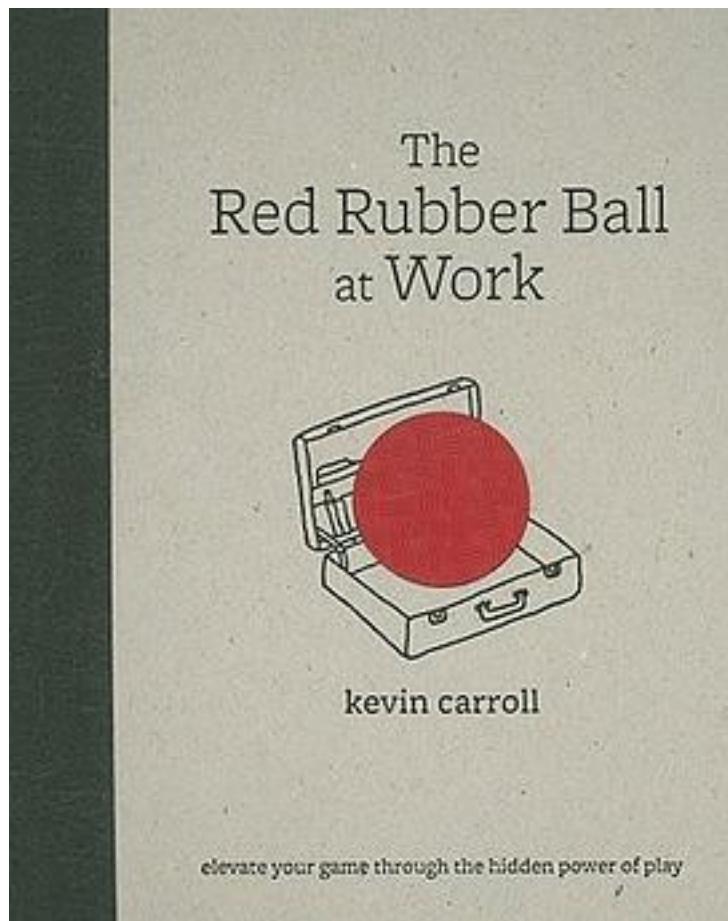


The Red Rubber Ball at Work



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著者:Kevin Carroll

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How do you ignite creativity, problem solving, and risk taking to score big in business? According to bestselling author Kevin Carroll, it's child's play!

Former 76ers athletic trainer Kevin Carroll, has turned his childhood passion for

playing ball into a bestselling franchise. In this fun and thoughtful follow-up to his bestselling Rules of the Red Rubber Ball (2007), Carroll switches the playing field to the workplace, where innovation, motivation, engagement, and teamwork are the headline issues. Drawing on “play profiles” from thought leaders, change agents, and business leaders, he explains how to bring a sense of play into the workplace to stimulate creativity, encourage risk-taking, achieve goals--and have a great time doing it.

Fully illustrated, with 31 profiles of successful “players” including ESPN president George Bodenheimer, bestselling authors Seth Godin and Malcolm Gladwell, Food Network host Duff Goldman, South Bronx activist Majora Carter, renowned author Paulo Coehlo, and many others

作者介绍:

Kevin Carroll is founder of the Katalyst Consultancy and former Head Athletic Trainer for the Philadelphia 76ers. He speaks fifty times a year and consults with industry leaders at Nike, Disney/ESPN, Gap/Old Navy, Hasbro, Proctor & Gamble, and Capital One.

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