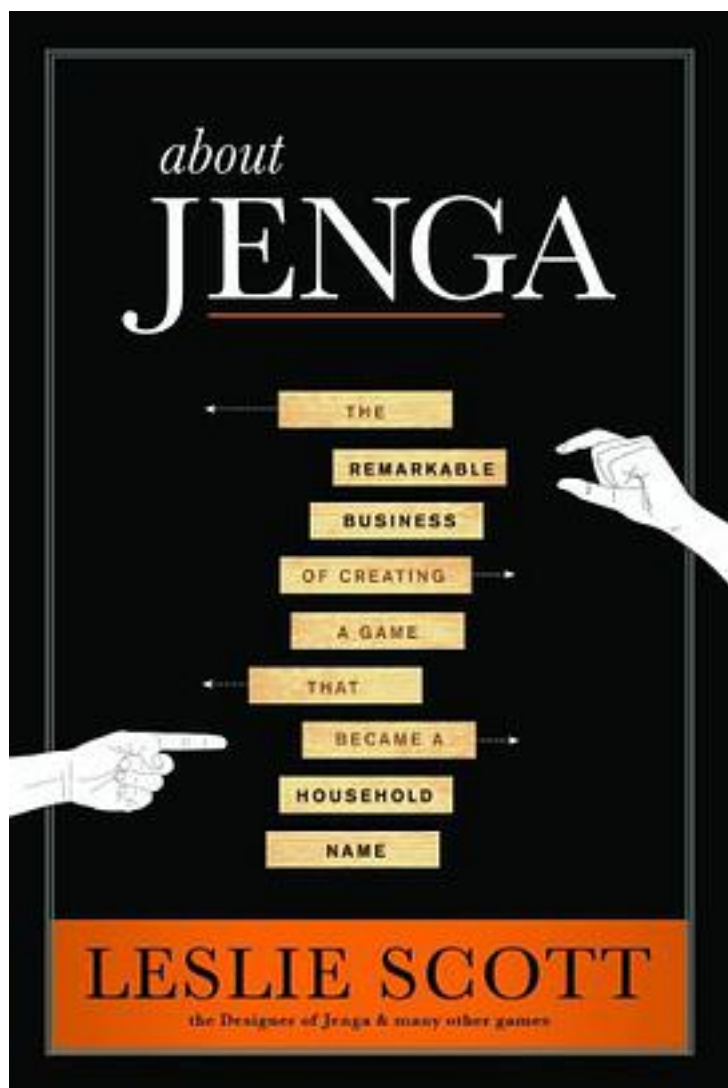


About Jenga



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著者:Scott, Leslie

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A pile of wooden bricks launches this business adventure - full of insights into inventions branding, and marketing - from the creator of Jenga, one of the world's most popular games. Leverages the world-wide popularity of the Jenga brand: The millions of readers who have played the game of Jenga will be drawn to this previously untold story of its creation and its creator, and business readers will want to know the secret behind launching one of the best-known brands in the world. Introduces a fascinating personality: An English expatriate born and raised in Africa, a phenomenally successful woman in the male-dominated toy business, and an unorthodox risk taker who thrives on adventure, the author has a style, grace, and free-flowing intellect that will appeal to readers around the globe. From an idea to a brand: Readers will make enlightening connections to their own business experiences as they learn how certain ideas make their way from an inventor's brain to retail shelves world-wide. The book offers an entertaining story filled with true business lessons and hilarious anecdotes, demonstrates the creativity and resolve required to make a unique idea work.

作者介绍:

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