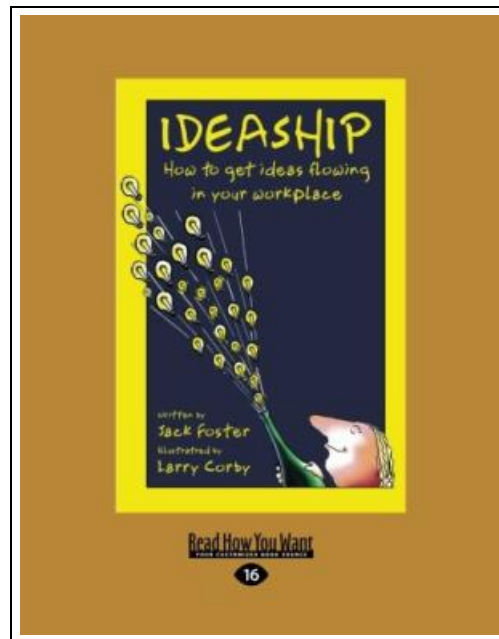


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ReadHowYouWant.com Ltd, Canada, 2010. Paperback. Condition: New. [Large Print]. Language: English . Brand New Book ***** Print on Demand *****. Sequel to the bestselling *How to Get Ideas* (more than 40,000 copies sold) Introduces a revolutionary concept of leadership: a leader's most important tasks are to make employees believe that they are creative and make it fun to come to work. Short, simple, and fun to read with dozens of proven, easy-to-implement techniques that will make employees more creative. Innovative, original ideas are a company's most powerful competitive advantage. Nathan Mhyrvold, former chief technology officer at Microsoft, has said that a great employee is worth 1,000 times more than an average one simply because of his or her ideas. In *Ideaship*, the sequel to his bestselling book, *How to Get Ideas*, Jack Foster shifts from how individuals spark their new ideas to how to unleash the creative genius of an entire organization. To create an idea-prone workforce, Foster proposes a totally new concept of leadership: ideaship. Leaders shouldn't be spending their time obsessing over profits or sales or quality or service. Instead, they should devote most of their energies to making the office a place where creative ideas flow, where the workforce truly believes in its ability to brilliantly solve any problem put before it. Above all, where it's fun to work. With energy and humor, Foster draws on over thirty-five years as creative director of major advertising agencies-organizations whose only purpose is to constantly generate ideas-to offer dozens of fun, fast, often surprising nuggets of practical advice on how to create an environment where innovation and fresh thinking thrive. He reveals why you should only hire people you like, insist employees take vacations whether they want to or not, why efficiency is sometimes inefficient, and...



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