

about the author

Jeff Davidson (Raleigh, NC) is the author of *The 60 Second Organizer* and *The 60 Second Self-Starters*, as well as many other books and articles about making the best use of one's time and efforts. In recent years, nine of his speeches have been published in editions of *Vital Speeches of the Day*. Davidson's articles have appeared in *USA Today*, the *Los Angeles Times*, the *New York Times*, the *San Francisco Chronicle*, and the *Chicago Tribune*. He has made appearances on *Good Morning America*, *CBS Nightwatch*, *CNBC*, *Ask Washington*, and hundreds of regionally based talk shows.

Marketing

- National print, broadcast, and online publicity targeted to business media

Ship Month: August
Publication Month: September

Business, Trade Paperback
5 1/4" x 7 3/8", 176 pages
\$9.95 (Canada \$11.99)

ISBN 10: 1-60550-659-1
ISBN 13: 978-1-60550-659-3

EAN 9-78160550659-3
UPC 0-4507910659-8
Rights: World Rights

The 60 Second Innovator

Sixty Solid Techniques for Creative and Profitable Ideas at Work
Jeff Davidson

"[Jeff Davidson is] a dynamo of business-book writing."
—The Washington Post

- An easy-to-read, quick-start guide to innovating—today!
- Google allows employees to spend up to 20 percent of their time working on innovation projects
- Author Jeff Davidson has been featured in *USA Today* and *The LA Times* and on *CNBC* and *Good Day America*

"If we don't invest in and encourage innovation, we could cede America's historic role as the engine of growth, and progress, and discovery for the entire world."

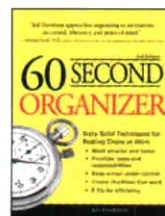
—Barack Obama

When the economy's in free fall, the strongest competitors are the ones rooted in innovation. In sixty succinct, humorous tips, Jeff Davidson helps readers learn the practices that will make them great innovators, such as:

- Develop the qualities all innovators share
- Embrace change
- Find new solutions to old problems

The 60 Second Innovator doesn't just show readers how to think out of the box. It shows them how to hop out of the box, pick it up, turn it upside down, and shake out new ideas for profit and success!

ALSO AVAILABLE:



1-59869-844-3



1-59869-843-5