



The 60 Second Innovator: Sixty Solid Techniques for Creative and Profitable Ideas at Work

by Jeff Davidson

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Synopsis

When markets are in turmoil and the economy is shaky, leadership and strength will come to those companies that show the most innovation. Executives and employees at these companies constantly seek out new ideas, fresh perspectives, and novel ways to proceed. They ask questions like: how can I become more creative in my career; how can I optimise my options; how can I find the optimal solution to the project or task at hand; and, what's the best use of my time right now. In the United States' knowledge-based economy, innovation is a valuable skill, in strong demand by companies who seek a competitive advantage. In this era, the world belongs to the innovative. As part of Adams Media's Sixty-Second series, through sixty succinct tips, "The 60-Second Innovator" will help readers embrace those practices, behaviors, and habits that will increase their ability to innovate on the job.