

Who Killed the Sparq? (Paperback)



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Reviews

It is just one of the best publications. This can be for anyone who states that there was not a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Tara Jerde)

WHO KILLED THE SPARQ? (PAPERBACK)

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Pentacle Works The Virtual Media Company, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. It s ridiculous. It s Sunday. Worse, it s a glorious, warm, blue-sky Sunday morning and here I am in my study, on my computer, preparing a PowerPoint presentation for Monday s ExCo meeting to explain why, after yet another month, our new Growth Through Innovation process has so far failed to get any real results. They ve graciously granted me 20 minutes out of a 5-hour meeting. Strange how, for an organisation which claims that Innovation is our life-blood on this year s annual report, our board actually dedicates so little time to helping the blood to flow freely. Everyone loves innovation. but in most businesses there is very little of it about. This is not down to a lack of creativity, but because the initial spark always gets killed off early. Who Killed the Sparq? looks at the different risks to innovation that can happen across a business and provides a practical, easy-to-use guide to making sure that the spark of an idea will blossom.

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