



## The Ten Faces of Innovation: Strategies for Heightening Creativity (Paperback)

By Tom Kelley

Profile Books Ltd, United Kingdom, 2016. Paperback. Condition: New. Main. Language: English . Brand New Book. Innovation is the lifeblood of every company - the fuel that keeps an organisation going in a tough marketplace. But by its very nature it's hard to plan for, quantify and coach. In *The Ten Faces of Innovation* Tom Kelley explains how to do it. Kelley, author of bestselling *The Art of Innovation*, reveals the strategies that his world-famous design firm IDEO uses to foster original thinking and overcome naysayers who stifle creativity. For Kelley, innovation is all about individuals and teams. He identifies ten key roles developed by IDEO that anyone can adopt in order to innovate in different situations. Ranging from the anthropologist and the hurdler to the experience architect and the cross-pollinator, they are all illustrated with real corporate examples and will help you transform the way you work, and show those around you how to do the same. The result is a brilliant and applicable guide to fostering creativity and creating a culture of innovation in any workplace.

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