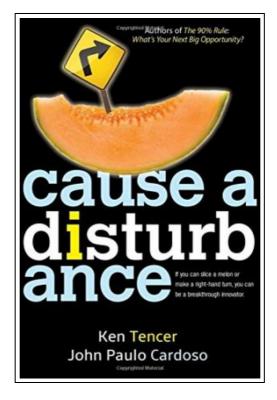
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Morgan James Publishing. Paperback. Condition: New. 270 pages. Dimensions: 8.9in. x 5.9in. x 0.7in.lf you can slice a melon or make a right-hand turn, you can be a breakthrough innovator. The title of this book, Cause a Disturbance, says it all, and it most assuredly will cause a disturbance in the way you think about business: your business. Everyone knowsand everyone talks abouthow important innovation is in the competitive battle to find, delight, and keep customers, yet far too few achieve it. As Tencer and Cardoso explain, Theres a big difference between an occasional spark of innovation and an eternal flame. But the reality is different; most firms struggle to consistently innovate. All that can change. Kick-start your business with attitude. Cause a disturbance! Whether your business is in transition or simply looking for an innovative spark, give it a lift with Cause a Disturbance. Within these pages you will learn how innovation can change your business in simple steps through The 90 Rule: a straightforward philosophy that drives you to constantly ask Whats the next 10 Whats the next product, service, or process improvement that will create a continuously engaged customer base and strengthen my brandCause a disturbance in the way you think about innovation as you open your mind to the possibilities and simplicity of being innovative every day! This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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