



The Innovation Animals: Natures Framework for Innovation and Entrepreneurship

By Jeff Zias

Jeff Zias. Hardcover. Condition: New. 126 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. From the APE to the ZEBRA, The Innovation Animals is simply not your typical principles for business success book. First, it has watercolors. And it has haiku. Most important, this book invites you to take everything you think you know about business and dump it on the table. Mix it up. Turn it inside out. The Innovation Animals explores real-life, real-world innovation situations-the wild successes and the cringe-worthy disasters-using clever acronyms such as . . . - APE: Autonomy, Purpose, and Excellence - IBIS: Inquiry-based Insightful Surprise - PIG: Perseverance Ignites Growth Each acronym encapsulates a lesson on how to think like an innovator, not like an accountant. In The Innovation Animals, you'll discover: - How an insanely expensive manufacturing choice led to the revolutionary invention of the 2000s. - The completely random circumstances that led to the development of masking tape. - What happens when bad customer service gets set to music. - Why big bosses may need to stay OUT of big decisions! - And much more. The Innovation Animals is colorful, pragmatic and just may change your life. And you'll finally know what a NENE...



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This is actually the very best book i actually have read till now. This is for all those who statte that there was not a worth studying. Its been written in an remarkably straightforward way which is merely following i finished reading this publication by which in fact altered me, modify the way i believe.

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