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Alexander Hiam

*Author of Marketing For Dummies
and Marketing Kit For Dummies*

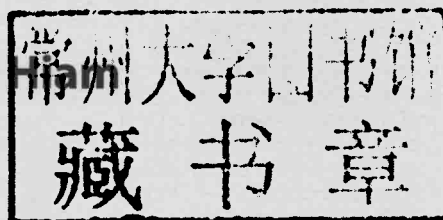


Business Innovation

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by Alexander



WILEY
Wiley Publishing, Inc.

Business Innovation For Dummies®

Published by
Wiley Publishing, Inc.
111 River St.
Hoboken, NJ 07030-5774
www.wiley.com

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Published simultaneously in Canada

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Library of Congress Control Number: 2010926833

ISBN: 978-0-470-60174-7

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1



***Business
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About the Author

Alexander Hiam's career integrates business and creativity in unusual ways. His work has included business strategy, high-tech entrepreneurship, new-product development, branding, naming, negotiating, and consulting — often in the role of innovator or generator of new ideas and approaches.

He's also taught thousands of managers innovation and creativity skills through his workshops and idea-generation retreats, as well as through his authorship of study materials such as *The Manager's Pocket Guide to Creativity* (HRD Press), *Creativity By Design* (HRD Press), *Creative Roles Analysis* (Trainer's Spectrum), and *The Entrepreneur's Complete Sourcebook* (Simon & Schuster).

Alex's professional focus on business innovation and how to lead it is balanced by his interest in the arts. He shows paintings, collages, and photographs and writes fiction — his favorite being fantasy adventures for young adults. In this book, he harnesses his creative imagination to the task of helping others be more creative and successful in their businesses, whatever those might be.

Alex's clients include the U.S. Coast Guard (he helps keep its leadership training innovative and at the forefront of management practice) and a lengthy list of companies, government agencies, nonprofit boards, and more. He's helped the U.S. Senate work on its collaborative problem-solving skills and brought new assessment tools to the finance department of the City of New York. His creativity exercises are used by top ad agencies to help their staff be more open to fresh ideas, and he shares his enthusiasm for innovative branding with students at the Isenberg School of Management at the University of Massachusetts–Amherst. Alex likes to help others achieve their creative potential and find fresh options and solutions.

Alex's other *For Dummies* books address his fascination with innovative approaches to marketing. He is the author of *Marketing For Dummies*, 3rd Edition, and *Marketing Kit For Dummies*, 3rd Edition (both from Wiley).

Dedication

My wife, Deirdre Richardson, suffered through lengthy writing sessions for nearly a year, and still managed to maintain a positive, encouraging attitude about this book — thereby serving as a perfect role model for what it takes to support a creative process from beginning to successful end!

Author's Acknowledgments

I have lots of exciting ideas, but sometimes I need a little help disciplining them into proper shape for implementation. That's why I'm so appreciative of the fine editorial team at Wiley that worked on this book with me, including acquisitions editor Stacy Kennedy, project editor Elizabeth Rea, copy editors Christine Pingleton and Kathy Simpson, and technical reviewer Lisa Gundry. It takes a team to do anything worthwhile. It helps when it's a really good team!

I also want to thank my associates and clients at Trainer's Spectrum, who provide me so many great suggestions and also, on occasion, the honest feedback that helps get the wrinkles out of my thinking.

Publisher's Acknowledgments

We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

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