## Contents at a Glance

**Introduction** ................................................................. 1

**Part I: Making Your Mark as an Innovator** ................. 9

- Chapter 1: Taking an Innovative Approach to Work .................. 11
- Chapter 2: Creating an Innovative Career Path ......................... 33
- Chapter 3: Leading with Creative Vision ................................. 45
- Chapter 4: Innovating in Sales and Marketing ....................... 67
- Chapter 5: Being an Innovative Strategist ............................. 79

**Part II: Stimulating Your Creative Side: Thinking in New and Different Ways** ................. 99

- Chapter 6: Getting Juices Flowing in Brainstorming Sessions ...... 101
- Chapter 7: Mastering Advanced Brainstorming ....................... 121
- Chapter 8: Going Beyond Brainstorming ................................ 143
- Chapter 9: Turning Problems into Opportunities for Innovation 159
- Chapter 10: Going Shopping for Innovations .......................... 171
- Chapter 11: Coming Up with Creative Combinations ................. 183

**Part III: Applying Creativity and Innovation to Daily Challenges** .................. 197

- Chapter 12: Delivering Fresh Presentations and Proposals ........ 199
- Chapter 13: Negotiating Creative Win–Wins ............................ 219
- Chapter 14: Innovating to Save Costs ................................... 231

**Part IV: Implementing a Major Innovation** ................. 245

- Chapter 15: Managing the Development of an Innovative Idea ...... 247
- Chapter 16: Spreading the Word to Diffuse Your Innovation ....... 261
- Chapter 17: Protecting Intellectual Property ............................ 275
- Chapter 18: Building a Business Around Your Innovation .......... 295

**Part V: The Part of Tens** .............................................. 309

- Chapter 19: Ten Creative Ways to Boost Your Career ............... 311
- Chapter 20: Ten Tips for More Innovative Meetings ................. 317
- Chapter 21: Ten Ways to Stimulate Your Creative Genius .......... 323
- Chapter 22: Ten Tips for Better Implementation of Your Ideas .... 331

**Index** .............................................................................. 339