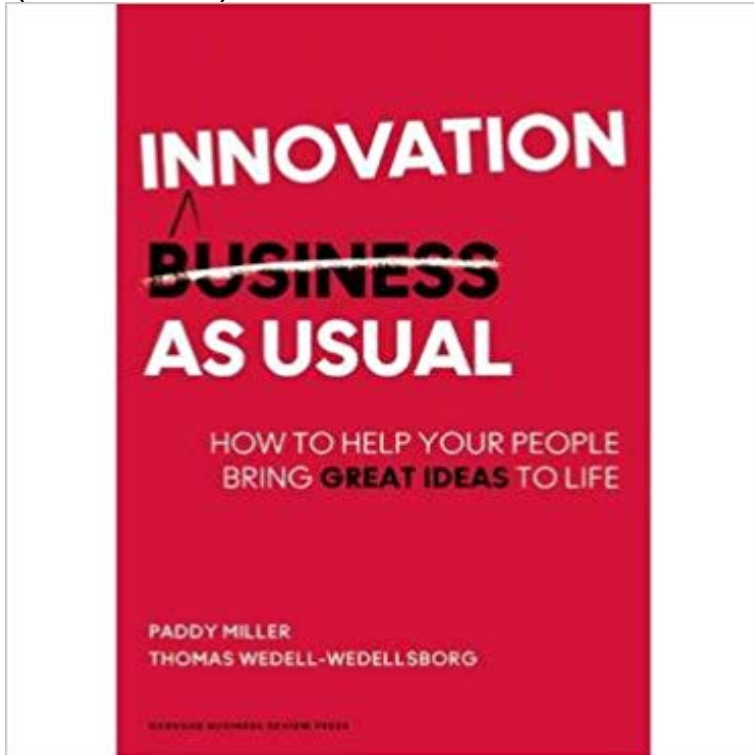


# Innovation as Usual: How to Help Your People Bring Great Ideas to Life (Hardback) - Common



Turn team members into innovators Most organizations approach innovation as if it were a sideline activity. Every so often employees are sent to Brainstorm Island an off-site replete with trendy lectures, creative workshops, and overenthusiastic facilitators. But once they return, its back to business as usual. Innovation experts Paddy Miller and Thomas Wedell-Wedellsborg suggest a better app

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