



Ideaship: How to Get Ideas Flowing in Your Work Place (Paperback)

By Foster

BERRETT-KOEHLER, United States, 2001. Paperback. Condition: New. Language: English . Brand New Book. Innovative, original ideas are a company s most powerful competitive advantage. Nathan Mhyrvold, former chief technology officer at Microsoft, has said that a great employee is worth 1,000 times more than an average one simply because of his or her ideas. In Ideaship, the sequel to his bestselling book, How to Get Ideas, Jack Foster shifts from how individuals spark their new ideas to how to unleash the creative genius of an entire organization. To create an idea-prone workforce, Foster proposes a totally new concept of leadership: ideaship. Leaders shouldn t be spending their time obsessing over profits or sales or quality or service. Instead, they should devote most of their energies to making the office a place where creative ideas flow, where the workforce truly believes in its ability to brilliantly solve any problem put before it. Above all, where it s fun to work. With energy and humor, Foster draws on over thirty-five years as creative director of major advertising agencies-organizations whose only purpose is to constantly generate ideas-to offer dozens of fun, fast, often surprising nuggets of practical advice on how to create an...



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