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## **Master Cutting Edge Techniques in Creative Thinking and Innovation: A practical guide: 100+ high impact techniques with visuals. Many case studies like Google, Apple, IKEA, M&S, Zara, Tchibo, Daiso**

*By Stephen Sweid*



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Creative thinking and innovation do not come on a silver plate; you need to push them and to put effort to make them happen. They can be learned and practiced and can become habits and procedures, and then you have a real competitive advantage in your profession or business. To ignite innovation you need to train your people in creative thinking and innovation and to create an innovation space and system in the company. This practical and compacted guide is about both. It is about innovation in products, services, marketing, strategies, business models and other. It is about innovation on the global scope and in a multicultural setting such as London and Dubai.

This guide for top and middle management and other levels is about the interface of creative thinking and innovation with the work environment and the business world. It is very useful to businesses, e.g. start-ups, SMEs and large organizations, but also to individuals, of all ages, wanting to immerse more in innovation at their workplace or business.

This practical guide pursues a novel approach in that it is a combined systemic coverage of both creative thinking and innovation, as it should be. It also involves a lot of recent research work carried out by the author to present to you and in detail the best and up-to-date innovation practices in the form of examples and case studies of innovation Gurus such as Google, Apple, Pixar, but also the innovation practices of multinational companies you know from the malls in London and Dubai, such as IKEA, Marks & Spencer, Zara, Tchibo, Daiso, Swatch, Swarovski, Nike, Virgin, Cold Stone, Koton (Turkey), Timberland, and other. Hence when you visit the mall again you will be seeing the shop windows from a whole different perspective.

Moreover, this guide is about innovation supreme; you will be familiarized with the leading edge techniques and principles in the domain of creativity and innovation. Some 100+ high impact creative thinking and innovation techniques and principles are covered in this guide, and which are based on most up- to- date developments in innovation, making an immediate and real difference to your business performance. It even includes the business tools that spark new ideas for projects, strategies or products. Each technique is numbered for ease of recall and access.

Exercises are provided at regular intervals for practice and consolidation. It also delves into the advances of different creative thinking and innovation techniques to offer you an extra competitive edge. The guide incorporates Intensive use of visuals for better understanding, capture and recall.

This practical guide for advanced creativity and innovation is the culmination of many years' experience and expertise of the consultant and trainer Dr. Stephen M. Sweid in the domain, this on the international scope, USA, Europe, Far East, Middle East. Furthermore, this training guide reflects much of the highly interactive methodology he applied in the training of hundreds of managers in SMEs and Corporate settings, but also in NGOs in different parts of the world in creative thinking and organizational innovation, including training courses as recent as December 2015.

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