

Innovation: Case by Case

A New Resource for
Innovative Companies

No fluff. No rhetoric. Just tangible, real-life case studies to show you how it's done.

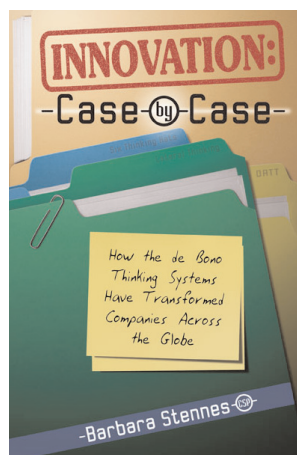
Learn how industry leaders like Boeing, Hewlett-Packard, Motorola and 3M achieve breakthrough ideas and business changing initiatives.

At the heart of each story is the same core skill. The ability to innovate. In the near future, this will be the one quality that clearly sets a business apart from its competition.

In *Innovation: Case-by-Case* you'll learn the secret.

There are systematic thinking processes that can help any organization achieve breakthrough innovations. This guide to business success explains that the biggest asset for organizations today is a group of people trained in these systematic thinking processes through the application of the de Bono Thinking Systems.

Unfortunately, traditional thinking methods haven't changed for centuries. Critical thinking has taught people to analyze a problem, find the cause and remove it. But what if that's not the problem? What if, instead you are juggling a myriad of possibilities, inventions, and improvements and



don't know which one will yield the edge that propels your company to the next level? Businesses are struggling with these issues and finding the old methods of thinking are no longer adequate to deal with their challenges. Not only are the de Bono Thinking Systems adequate in today's work environments, they are illuminating. They are simple, easy to implement, and, as demonstrated in *Innovation: Case-by-Case*, can produce phenomenal results.

The de Bono Thinking Systems build creative and constructive thinking skills.

They teach companies to ask the right questions and explore all the possibilities—to obtain the right results in an effective, efficient way. These systems reduce conflict, encourage cooperation, create a constructive atmosphere and support the group process. They are necessary for a growing, forward-thinking company.

From the South African mines of the Manganese Metal Company to the financial institutions of ABN AMRO, businesses who've adopted the de Bono Thinking Systems are eager to share the revolutionary techniques with others. *Innovation: Case-by-Case* is their first opportunity to do this. And your first opportunity to learn from their successes.

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de Bono Thinking Systems

Practical • Radical • Innovative