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# Keep Innovation Simple: Lead With Clarity And Focus In A World Of Constant Change

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LEAD WITH **CLARITY** AND **FOCUS** IN A  
WORLD OF CONSTANT CHANGE



## Synopsis

"Innovation" is the big buzzword of the day. You'd be hard pressed to find an annual report that doesn't mention the word somewhere. But what is "innovation?" Where does it come from? How can organizations do it consistently and successfully in an ever-changing, chaotic world? The answer is simplicity. Note that "simple" does not mean "easy." Simple is about clarifying the complex. Simplicity is empowering. Complexity is debilitating. Simplicity creates clarity. Complexity creates confusion. Simplicity is fun. Complexity should be banned by international law as a form of torture. This book will provide three things: 1) Fundamental principles of innovation, backed by rigorous research, that apply universally to any organization. 2) Tools that you can begin using to simplify your approach to innovation, bringing clarity to the chaos. 3) Entertainment and fun. Brussels sprouts jokes. Most of us spend the majority of our awake hours working. We should lighten up and enjoy it. Seriously, how many business books can say they make Brussels sprout jokes? Simplify to innovate. And enjoy the ride.

## Book Information

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## Customer Reviews

Brad's book is fun and a delight to read. And just as you're thoroughly enjoying the wit and light-hearted prose, you realize he's exposed you to dozens of powerful innovation tools and concepts... that would have required dozens of boring books to conquer. You can tell that Brad has had a leading role in PDMA... the major global association focused on product development. This book is what happens when years of experience meets a brilliant communicator. Well done!

Keeping Innovation Simple is one of my top 5 books on product development for 3 reasons: 1). It was an enjoyable read and educational for a novice or a seasoned pro. 2). It provides a ton of references. I highlighted the articles and books that interested me---and I think I have a year's worth of reading... 3). Brad adds the right amount of humor---making (typically) dry material easier to process and more enjoyable to read. I guess you could say---Brad makes Innovation Simple!

This book is one of those rare finds - well researched, chock full of very practical tools, and incredibly entertaining to read. Brad has done the legwork required to condense a very broad topic area (innovation) down to the most usable bits for us and we are all the better for it! I have recommended it to a wide variety of clients, from executive leaders to teams, as well as drawn from it in my own consulting work. It's a fabulous resource!

I am pleased to recommend this book as a great resource for anyone interested in creating & implementing something new, and making it a success. Brad delivers on his promise, delivering something new, with a well structured, "easy to read", "how to do it" reference companion for all us wannabe innovators.

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