

Ideas are the fuel of business?it only takes one good one to make a difference. Distilled into this single, handy-sized volume are 50 of the most useful diagrams and visual techniques, many of which are used by consultants, academics, MBA students and smart managers globally to help them think of and create great ideas. Structured into five key parts (preparing to create ideas; generating ideas; generating more ideas; judging ideas; enacting ideas), the 50 diagrams are each visually presented and then explained in an accessible manner, including tips and advice on how you can apply them to your own situations. LID Publishings popular Concise Advice Lab notebooks are designed to be quick and comprehensive brainstorming tools for busy professionals. The small trim size makes it easy to take along in a briefcase or purse. Interior pages are matte finish, so ink wont smear, and theres plenty of space to jot notes. A ribbon makes it easy to mark your place, and the elastic outer band keeps the notebook closed.

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