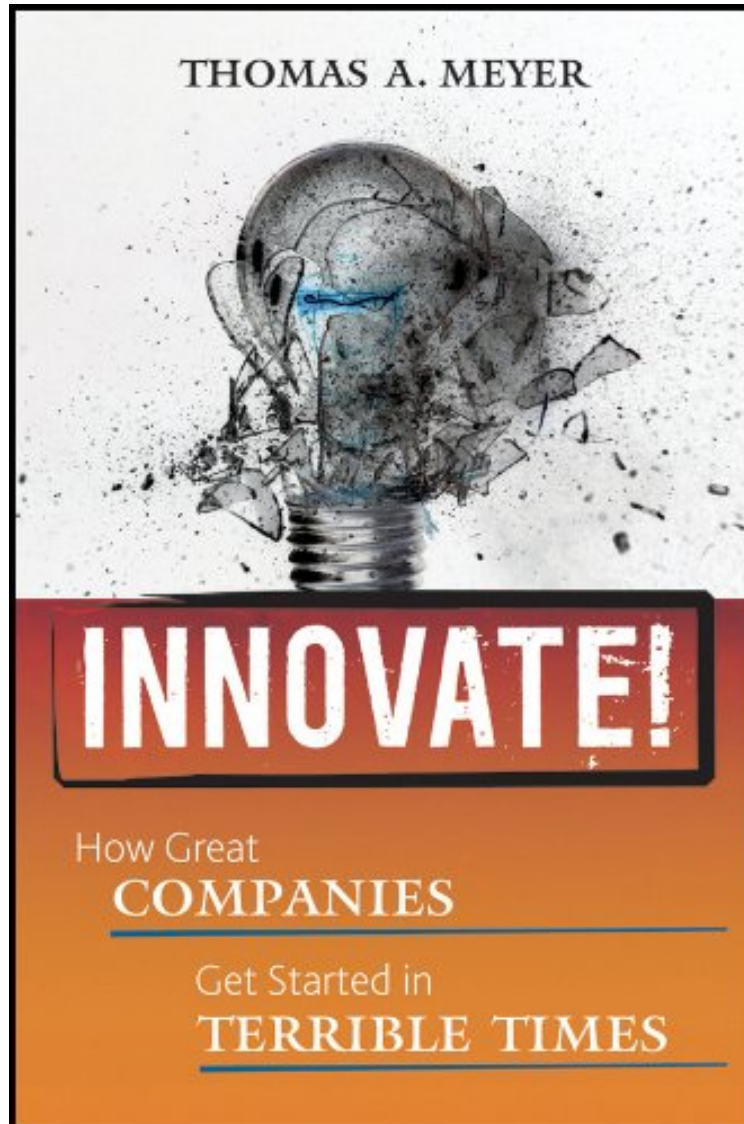


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Innovate!: How Great Companies Get Started in Terrible Times

Thomas A. Meyer

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Thomas A. Meyer : Innovate!: How Great Companies Get Started in Terrible Times before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovate!: How Great Companies Get Started in Terrible Times:

Learn the lessons of how great companies began in the worst economic times Eli Lilly. IBM. Medtronic, Procter Gamble. Hewlett-Packard and Marvel Entertainment. All great companies and all made their start during the worst

economic times. *Innovate!: How Great Companies Get Started in Terrible Times* is first and foremost a source of true inspiration based on history. But it goes much further than that. It captures the lessons of these great innovative individuals and companies that began in the worst economic times, identifying the philosophies, strategies, and essential keys to success during your own challenging economic times. Provides a compass to navigate troubled economic waters though innovation Explains the creative sources of innovation possessed by every individual Harnesses the power of innovation of the individual and the organization *Innovate!: How Great Companies Get Started in Terrible Times* shows you the strides you and your organization can take toward thriving in the worst of times. And it just might be your road map to building the next great American business success story.

From the Inside Flap When we think of innovation, our minds go to great ideas taking off, buoyed by boom times and economic growth, to inventions such as the light bulb and the automobile. But true innovation isn't born solely in the best of times. How, then, is innovation achieved in the worst of times? What is real innovation? *Innovate!* argues that these questions have a new urgency today, in the midst of our country's recovery from the 2008–2010 Recession. This optimistic—and innovative!—book declares that terrible times, even the Great Depression, have been harnessed to create great things for the world and that the power of innovation will see our country through our current economic downturn. Did you know the following companies were born during economically dry, financially trying times in our nation's history and are all still going strong? Procter Gamble Barnes Noble Hershey's General Foods Texas Instruments Mobil Tyson Foods Krispy Kreme Sara Lee Corporation Baskin-Robbins Cantor Fitzgerald Mattel Applebee's Olive Garden There will always be naysayers who claim "this is an impossible time to start a business or create a new product." The takeaway message in *Innovate!* is: Terrible times are no match for innovation. With an optimism rooted in the irrepressible, "never say die" force of innovation within the human spirit, this inspiring book reveals innovation as the catalytic generator that determines an organization's ability to compete in a volatile environment—and to possibly change the course of business history.

From the Back Cover Good news: We're not quite out of our national recession! Historically, author Thomas Meyer shows us, economic recessions and depressions have been incredibly rich soil for innovation. A tribute to the irrepressible, ever-present force of originality within individuals, *Innovate!* reveals that terrible times, even the Great Depression, have been the best times for innovation to pull people and economies out of tough times. Even now, innovation will see our country through our current economic recession. Consider these great companies that got their start during spectacularly difficult economic slumps, and are all still in business, including: John Wiley Sons—founded as a small print shop during the Depression of 1807 Procter Gamble—in business since the Economic Panic of 1837 Barnes Noble—doors opened in the midst of the Long Depression of 1873–1879 Hershey's—satisfying the nation's sweet tooth since the Economic Panic of 1893 General Foods, Texas Instruments, Mobil, Tyson Foods, Krispy Kreme, and Sara Lee Corporation—all took off during the Great Depression, despite a devastating 17% unemployment crisis Baskin-Robbins, Cantor Fitzgerald, and Mattel—all got their start during the Post–World War II Recession Applebee's and Olive Garden restaurant chains—served up success in spite of the economic turmoil of the 1980 Recession and a 10% unemployment rate Open this book and see for yourself: Tough times are no match for innovation. This inspiring book reveals innovation as the momentum that sets the course for an organization to keep swimming in rough waters—and emerge a champion.

About the Author Thomas A. Meyer, MBA, CLP, is the Chief Innovation Officer of St. Louis University. Meyer's career in innovation management spans more than thirty years. He created the Domestic and International Intellectual Property Office at Anheuser-Busch, Inc., in 1980. He coauthored the pioneering book on intellectual property management, *An Executive's Complete Guide to Licensing*, in 1988. For more than twenty years, Meyer has consulted for many Fortune 500 and privately owned companies in the areas of licensing, franchising, new product development, and marketing. A partial list of clients includes Coca-Cola, Times Mirror Company, Ralston Purina, and CBS Radio and TV. Meyer is also an accomplished entrepreneur who has founded four successful companies in the manufacturing, retail, and services industries. He has been responsible for developing some of the first sustainable products including the first 100% recycled plastic bottle in 1991 and the first bio-based automotive commodity chemicals in 1994. Meyer's new professional passion is building bridges between industry and universities to ensure America's innovation leadership in the world.