

Orbiting The Giant Hairball

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International Journal of Advertising
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Mustard Doesn't Go on Corn!
Made You Look: How to Use Brain Science to Attract Attention and Persuade
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50, Or, Fifty Ways to Transform Your "department" Into a Professional Service Firm
Whose Trademarks are Passion and Innovation!
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Carmen Simon
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creativity is crucial to business success but too often even the most innovative organization quickly becomes a giant hairball a tangled impenetrable mass of rules traditions and systems all based on what worked in the past that exercises an inexorable pull into mediocrity gordon mckenzie worked at hallmark cards for thirty years many of which he spent inspiring his colleagues to slip the bonds of corporate normalcy and rise to orbit to a mode of dreaming daring and doing above and beyond the rubber stamp confines of the administrative mind set in his deeply funny book exuberantly illustrated in full color he shares the story of his own professional evolution together with lessons on awakening and fostering creative genius originally self published and already a business cult classic this personally empowering and entertaining look at the intersection between human creativity and the bottom line is now widely available to bookstores it will be a must read for any manager looking for new ways to invigorate employees and any professional who wants to achieve his or her best most self expressive most creative and fulfilling work

perfect for personal use or for your whole office get yours today whether on your desk at home or in your bag on the go our professionally designed specifications cover finish matte dimensions 6 x 9 15 24 x 22 86 cm interior blank white paper unlined pages 110

process oriented and based on interactive instruction this work comprises short essays which provide models for writing as well as sparking invention ideas brief readings serve as models foster discussion and aid invention

engagement is the label increasingly embraced by higher education to describe activities associated with serving the public interest what had been viewed previously as service to extension of and outreach from is now engagement with as faculty members students and

staff collaborate with partners in community affairs this book describes how members of a faculty learning community have come to understand engagement as both intellectual endeavor and scholarly practice at the interface between academy and citizenry coming to critical engagement argues that the academy has a moral imperative to participate deliberately and consistently in democratic and systemic discourse with the public

mustard doesn t go on corn provides an entertaining fun straight forward and practical approach to innovation using stories examples and worksheets the reader will easily be able to quickly embed the concepts in the book into his or her team or entire organization the result will be that every employee will be constantly sharing and implementing new ideas by creating what the author richard trombetta calls a pop culture and by following a process he calls newidea companies will become truly innovative and greatly improve their bottom line the book shows how everyone is creative and that innovation is actually quite simple by focusing on the split second an idea is shared and just eliminating common reactions such as that wonot work because or the problem with that is organizations will experience an idea explosion

a full color image packed guide to developing highly persuasive content that attracts more customers than ever all based on the latest brain science there s an overlooked but critical scientific fact that every marketing profession needs to know many decisions start with attention and it s your job to grab the attention of every prospective customer as effectively as possible but in this increasingly fast paced busy and noisy world how do you capture people s attention much less persuade them to answer this question cognitive neuroscientist carmen simon leverages insights gleaned from her use of advanced technologies to study where people look for how long what type of attention leads to memories and what keeps the brain coming back for more to determine the effectiveness of sales pitches marketing materials corporate presentations training videos and other business content in made you look simon presents her four part framework for effectively attracting the attention of customers and impacting their buying decision automatic triggers capture audience attention with the physical properties of an external stimulus guided action guide your audience toward their internal thoughts and prompt them to focus on something rewarding introspection orient their attention internally toward something they consider rewarding visual search direct their attention externally toward what they consider rewarding each section of made you look provides detailed guidelines you can use in your communication materials immediately attract attention and as a result influence memory and decisions with made you look and lead your company to the top of your industry

it s pet wars to the max when professor brody invents a cure for dog allergies now everyone can have a dog the cats aren t happy so they retaliate by trying to kill the professor and his family

with batman lost in time dc s top heroes must search throughout history to find him and keep time from tearing itself apart vanishing point the place where time itself comes to an end is tearing itself apart and one of the keys to keeping reality from being torn asunder is finding exactly where bruce wayne is in the time stream rip hunter puts together a high powered band of time masters to travel throughout history in search of the world s greatest detective but can even the combined might and skill of superman green lantern and booster gold help the time master pinpoint where batman went at the end of final crisis collects time masters vanishing point 1 6

transform white collar departments into professional service firms whose sole powerful asset is knowledge idea you are boss of a 23 person finance department in a division of a big company or rather you were boss of the finance department now per our suggestion

model you are managing partner finance inc a full fledged professional service firm which is a wholly owned subsidiary of your division goal learn from the best professional service firms transform your unit today even after re engineering done well the department doesn t look much like mckinsey andersen or chiat day and that s an understatement aim in short cool people call them talent working on cool projects with cool clients the aim redux a cool finance purchasing is hr sales department why not the cool professional service firm is just that cool people talent a portfolio of cool projects cool clients period it s only asset literally is brains it s only product is projects it s only aim is truly memorable client service so step 1 then is the organization psf transforming departments in which white collar folks work into way cool professional sercie firms adding way cool value by doing way cool stuff peters discusses making the most of presentations working with outsiders on market analysis how to imporve brainstorming meetings how to develop relationships with clients and get the most out of them 50 of tom peters s trademark insights on how to get the most our of your department see also the other 50list titles in the reinventing work series by tom peters the brand you50 and the project50 for additional information on how to make an impact in the professional world

it used to be pretty easy to distinguish between the bourgeois world of capitalism and the bohemian counterculture the bourgeois worked for corporations wore gray and went to church bohemians were artists and intellectuals but now the lines are blurred it s hard to tell an espresso sipping professor from a cappuccino gulping banker laugh and sob as you read david brooks observations on the new dominant class bobos in paradise is a witty and serious look at the cultural consequences of the information age and a penetrating description of how we live now

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