



# Robert's Rules of Innovation II: The Art of Implementation

*Robert F. Brands, Martin J. Kleinman*

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In *Robert's Rules of Innovation II: The Art of Implementation*, innovation thought-leader Robert Brands introduces readers to the best and most recent thinking of his international network and shows how to permanently implement a culture of Innovation in one's work environment.

Brands has led innovation-driven companies around the world, and, on these pages, these international experts share their passion for innovation and the Art of Implementation and provide hands-on tips in an informative and entertaining manner.

With *The Art of Implementation*, readers will dive head first into practical techniques to break down the barriers to innovation, whether they are self-imposed or due to external or marketplace reasons. And *The Art of Implementation* delivers a hands-on, understandable, and practical approach to making innovation part of every outfit's DNA. See You Tube Book Video! --youtu.be/StyS4yV5Mbw

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