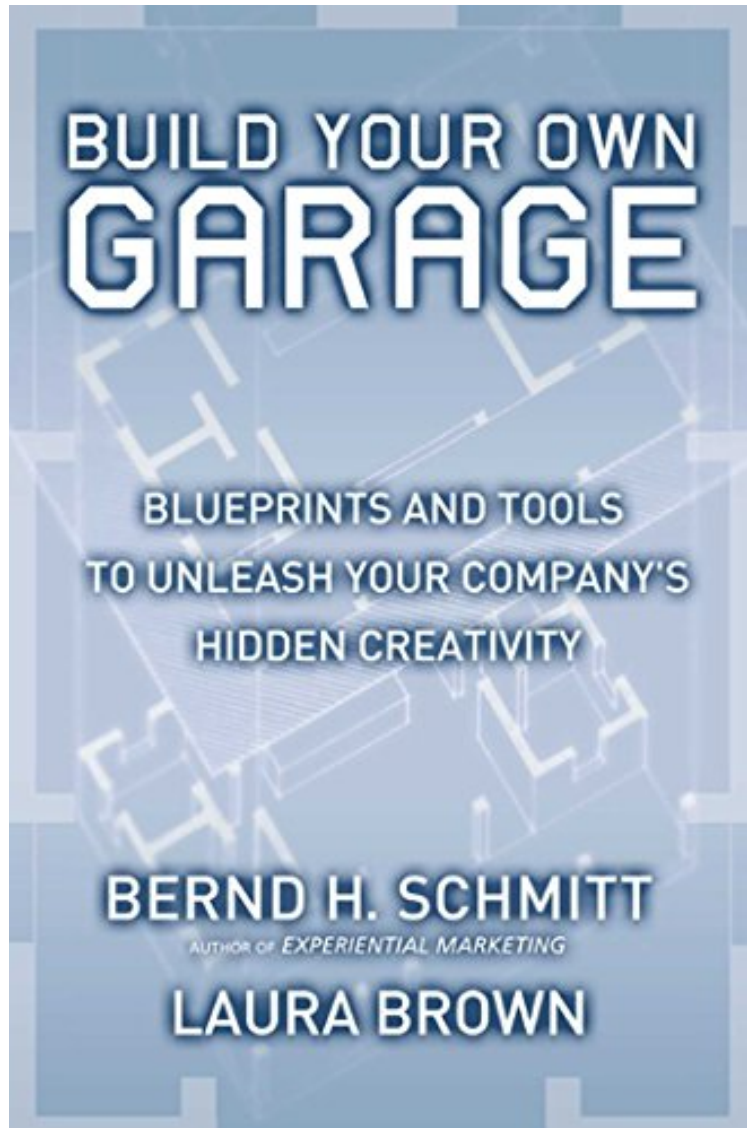


[Download ebook] Build Your Own Garage: Blueprints and Tools to Unleash Your Company's Hidden Creativity

Build Your Own Garage: Blueprints and Tools to Unleash Your Company's Hidden Creativity

Bernd H. Schmitt, Laura Brown

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Bernd H. Schmitt, Laura Brown : Build Your Own Garage: Blueprints and Tools to Unleash Your Company's Hidden Creativity before purchasing it in order to gage whether or not it would be worth my time, and all praised Build Your Own Garage: Blueprints and Tools to Unleash Your Company's Hidden Creativity:

0 of 0 people found the following review helpful. Five StarsBy Mark A Masonwas great helped my wife and I build ours8 of 10 people found the following review helpful. Sparking Corporate CreativityBy Rita BelmontHaving read

Schmitt's books on marketing, I was very interested to see him branching out into the field of corporate creativity. "Build Your Own Garage" is a really interesting, quirky book that sparks the imagination and also offers practical, concrete tools that managers can use. I believe that "Build Your Own Garage" is the first business book on creativity that really expresses the complexity of the creative process. Encouraging and managing creativity in a large organization is not a simple job. Schmitt and Brown approach the topic from different angles--analyzing the role of creativity in business organizations, detailing real-world examples of creative initiatives, and also offering creative "business parables" to show different facets of creativity in the workplace. (Look especially for the vampire story about "the Corporate Undead"!)

For all its quirkiness, "Build Your Own Garage" deals with corporate creativity in a down-to-earth way. This is not a giddy, dot-com, anything-goes approach to creativity. The book fully acknowledges the importance of business fundamentals and proposes a variety of realistic techniques to improve performance through creativity. Not surprisingly given Schmitt's background, the chapter on Branding is particularly strong. "Build Your Own Garage" is a quick and enjoyable read that offers some useful insights into corporate creativity. I highly recommend it.

3 of 4 people found the following review helpful. Excellent! By Annal found this book very fun, and very practical (an unusual combination!). The authors show how to make even an established legacy business more creative and dynamic. The book is timely, and applicable to the real-world, post-Internet-boom era; managers still need to bolster their bottom line with innovation. I've ordered copies for all my line managers.

Is your company all bizz -- filled with professional managers, accountants, and financial planners who produce "smooth operations" but offer no customer savvy or soul? Or is it all buzz -- filled with talk, hype, and the brainstorming of half-cooked ideas that often lead nowhere? To capture the best of these dichotomous worlds, creativity expert Bernd H. Schmitt and accomplished business writer Laura Brown introduce a groundbreaking model of a creative organization they call "The Garage." This powerful new framework demonstrates how any executive can manage the creative tension between the analytic, rational side of business and its dynamic, innovative side. After laying out the broad mission, or "blueprint," for constructing The Garage, Schmitt and Brown present The Toolbox -- specific instruments for infusing creativity into all aspects of a business -- and show how to use The Blueprint and The Toolbox as essential strategy, recruiting, resource, and communications devices. At the center of this immensely readable book are the "Mastercrafts of The Garage" -- technology, branding, and customer-experience management -- the organizational forces that guarantee creative efforts are coordinated and well implemented to provide competitive advantage. To illustrate particular aspects of creativity, Schmitt and Brown open each chapter with a story or "business parable," each written in a different genre -- horror, detective, love story, or fairy tale -- accompanied by evocative photographs. They also draw on scores of cutting-edge examples of creative, innovative ventures such as American Express's Blue, W Hotels, Eli Lilly's "Answers That Matter," SAP, and NTT DoCoMo's i-mode. Build Your Own Garage is timely and instructive reading for any manager charged with the mandate to bring to market quickly the most useful and innovative products and services. The book's Web site is www.BuildTheGarage.com

Ever since Hewlett-Packard emerged from one in 1939, a "garage" has come to symbolize the no-holds-barred mentality that fosters the kind of creativity that drove this company--and the dozens more it spawned--to heights theretofore unknown. Bernd Schmitt, a Columbia Business School professor who has written several well-received marketing books (Experiential Marketing, Marketing Aesthetics) takes this image to the next level in Build Your Own Garage by relaying strategies that readers can adapt to their own enterprises whether they are housed in a converted parking structure or not. As one might suspect from a book that advocates the unorthodox, Schmitt chooses to deliver his ideas in an unconventional manner. Each chapter begins with an elaborate short story by Laura Brown that encapsulates its central concepts (such as a vampire tale based on Bram Stoker's Dracula that illustrates how "the strictures of traditional corporate culture are enough to suck the life energy out of anyone"). Also sprinkled throughout are photographs and images by graphic artist Gail Anderson, which simultaneously reinforce the book's themes (on topics including technology, branding and "customer experience management") and distance it from buttoned-down management tomes that espouse the very group-think Schmitt is trying to eliminate. Those seeking new ideas who are not turned off by unique presentations should find this intriguing. --Howard Rothman

From Publishers Weekly

Instituting an in-house "garage" is essential for companies that want innovation to flourish. The authors use parables of hypothetical companies, followed by specific tools to show how to encourage inventiveness in employees. While the approach is fresh, the transitions from the anecdotes to the more technical advice are uneven, and jargon may intimidate some readers. This book will best serve those already familiar with "creativity" techniques. Copyright 2001 Cahners Business Information, Inc. Patrick Bousquet-Chavanne President, Estee Lauder International, Inc. A vital book for those who place creativity at the heart of organizational renewal....Articulates a powerful approach to accelerating the creative flow of any organization. Sherrie L. Tollefson Manager, Global Corporate Branding, Lilly

Exciting, creative experiential thinking to stay ahead of the game and be competitive during these rapidly changing times.