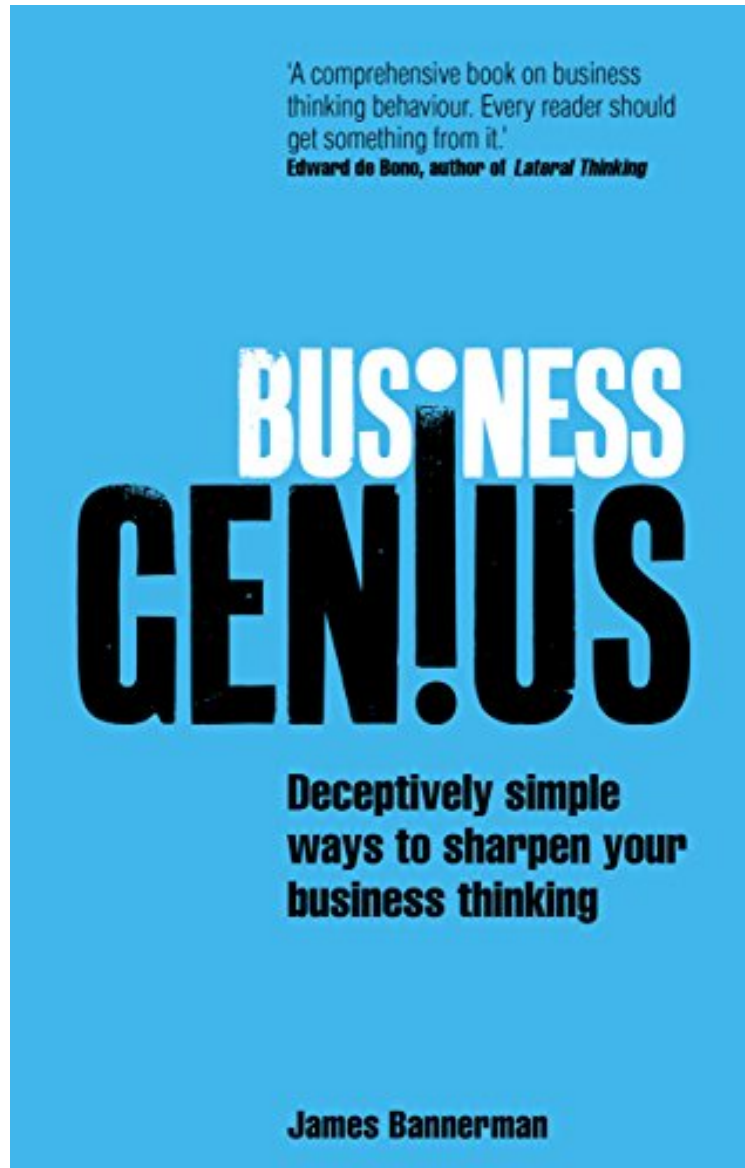


[Mobile ebook] Business Genius: Deceptively simple ways to sharpen your business thinking

Business Genius: Deceptively simple ways to sharpen your business thinking

James Bannerman

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James Bannerman : Business Genius: Deceptively simple ways to sharpen your business thinking before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Genius: Deceptively simple ways to sharpen your business thinking:

0 of 0 people found the following review helpful. A solid survey and review By Camber Based on almost three decades of business experience in the engineering sector, I'm surely no 'business genius', but I've done well enough and feel

good about the company my colleagues and I have developed. With that context in mind, I can't say that this book made a significant impact on me, but the book is still well written, I enjoyed the many stories of how people achieved business success, and I found the book to be a solid survey and review of business ideas. Anyone involved with business, at any stage of their career, should be able to get something out of the book. Perhaps the book will even stimulate eureka moments for some readers, even if it didn't do that for me.

You can be a Business Genius. And the good news is that it isn't that hard. In fact, *Business Genius* makes it fun. Inside this book are the secrets to more inner genius at work. They'll help you spot opportunities, pole-vault problems, get creative and surprise others by turning the ordinary into the extraordinary and the impossible into possible. Through an array of highly original and powerful psychological techniques, you'll soon start to improve: Yourself: boost your focus, confidence, resilience and time-management skills; Your business: drive, grow and hone your competitive advantage, innovation and collaboration; Your impact: develop your influence, creativity, negotiation and leadership skills. Blast through the blocks that hold you back and discover the clever, cunning tips and strategies that everyone from Disney to Danone and Ferrari to Faberge are using. Then turn theory into action, sharpen your skills and take your Business Genius thinking to an amazing new level. 'If you have an idea and want to make it happen, this is the book for you.' Ray Keene OBE, *The Times*. 'This concentrated book of power inducts the ambitious entrepreneur into the secrets of how to do it yourself.' Tony Buzan, creator of Mind Maps. 'Full of anecdotes, case studies and memorable quotes that makes it like no other self-help and business book.' Adrian Furnham, professor of psychology

From the Back Cover You can be a Business Genius. And the good news is that it isn't that hard. In fact, *Business Gen* makes it fun. Inside this book are the secrets to more inner genius at work. They'll help you spot opportunities, pole-vault problems, get creative and surprise others by turning the ordinary into the extraordinary and the impossible into possible. Through an array of highly original and powerful psychological techniques, you'll soon start to improve: Yourself: boost your focus, confidence, resilience and time-management skills; Your business: drive, grow and hone your competitive advantage, innovation and collaboration; Your impact: develop your influence, creativity, negotiation and leadership skills. Blast through the blocks that hold you back and discover the clever, cunning tips and strategies that everyone from Disney to Danone and Ferrari to Faberge are using. Then turn theory into action, sharpen your skills and take your Business Genius thinking to an amazing new level. 'A comprehensive book on business thinking behaviour. Every reader should get something from it.' Edward de Bono, author of *Lateral Thinking*. 'This concentrated book of power inducts the ambitious entrepreneur into the secrets of how to do it yourself.' Tony Buzan, inventor of Mind Mapping. 'If you have an idea and want to make it happen, this is the book for you.' Ray Keene OBE, *The Times*. 'Full of anecdotes, case studies and memorable quotes that makes it like no other self-help and business book.' Adrian Furnham, Professor of Psychology About the Author James Bannerman is a Creative Change Agent who combines creativity with psychology to help businesses innovate. As an Innovation Consultant he has worked with many leading organisations such as British Airways, Orange, Starbucks, Rolls-Royce, HSBC and Takeda, as well as at the National Space Centre on a mission to Mars. He also lectures on business innovation, creativity, and enterprisery on the MBA programmes at Warwick Business School.