



Business Genius: A More Inspired Approach to Business Growth

Peter Fisk

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At last, a more inspired approach to business. Business Genius describes how to grow your business more effectively through intelligent strategy and imaginative leadership, radical innovation and sustained change. Combining the entrepreneurial passion of a start-up with the commercial rigour of large enterprises... this is for everyone who seeks the inspiration to think and act differently.

Business Genius helps you drive more profitable, sustainable growth in today's fast changing and connected markets. It explores the challenges of strategy and innovation, leadership and change as you grow your business, and yourself, in order to achieve high performance.

From the craze for Crocs to the cool of Diesel, the secrets of Kikkoman and energy of Red Bull, the vision of Google and disruption of Current TV, the revolution of P&G and the phenomenon of Umpqua – the book captures the best insights from around the world, and a new agenda for today's business.

Seeing things differently is the foundation of genius. Connecting your left and right brain to think more holistically, exploring opportunities from the future back as well as now forward – then doing business from the outside in rather than the inside out, in order to turn radical ideas into practical action.

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