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Naked Truths, Imagination & Big Ideas: Create The Next Blockbuster For Your Business



Synopsis

Discover powerful thinking frameworks, techniques and tools to create Big Ideas for any business. Learn a step by step approach that is as valuable for independent entrepreneurs as it is for large multifunctional teams. You will learn, 1) the five types of big ideas, 2) 35 universal problems that are the root of all consumer needs, 3) ways to reveal Naked Truths, the source of Big Ideas, 4) using vertical and horizontal connections to stimulate imagination, 5) picking a winner by recognizing the seven traits of Big Ideas, and much more.

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Customer Reviews

Such an inspiring book!!!! I have learned so much information! I highly recommend this book.

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