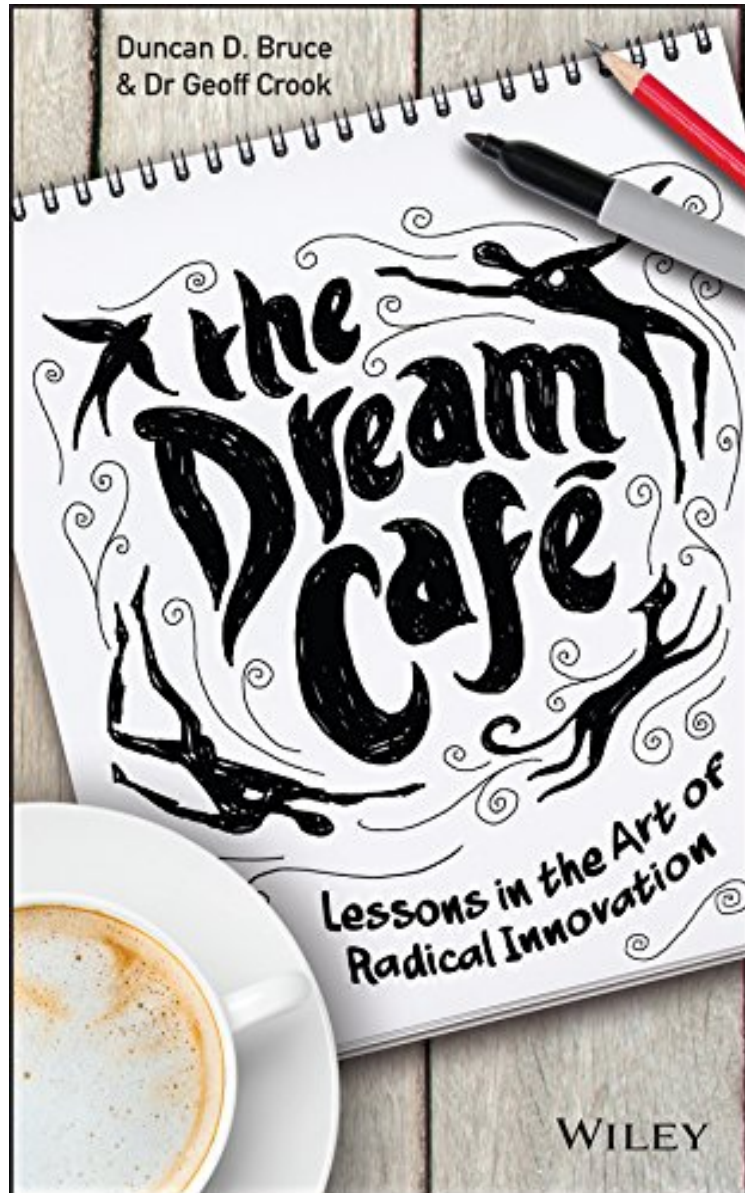


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The Dream Cafe: Lessons in the Art of Radical Innovation

Duncan Bruce, Geoff Crook

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Duncan Bruce, Geoff Crook : The Dream Cafe: Lessons in the Art of Radical Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Dream Cafe: Lessons in the Art of Radical Innovation:

0 of 1 people found the following review helpful. Here's a look inside The Dream Cafe with Geoff Crook By Wade Danielson In his book Crook and co-author Duncan Bruce developed a fresh, innovative approach that is used by

major businesses and is designed to product radical innovation that leads to unpredictable outcomes. The goal of the book is to show you how to transform any big business idea into a market disruptor, develop a competitive advantage by taking risks, and effectively implement massive innovation. The book is written to allow readers to jump in and out where needed. For your convenience, I had Geoff Crook on my podcast, The Entrepreneurs Library, to give a deep dive on The Dream Cafe. With Geoff and Duncan's experience they give amazing insight on how to take your innovation efforts to the next level. If you would like to get a more in-depth look from the author himself check out episode 210 at theELpodcast.com/books or you can find the show on iTunes.

Get out of the office and dream! To keep your brand innovative you need to feed your creative spirit and the office is not the place to do that. So get out, disrupt and reimagine the status quo, get into a cafe; and dream. Recreating the convivial, collaborative, creative world of the avant-garde the guys at The Dream Cafe; have developed a fresh, new approach which is being used by major brands and businesses to great success. They create actual Dream Cafe; locations — settings which encourage freedom of thought and collaboration. Explaining how space and process can be harnessed to produce the kind of unanticipated multicultural and interdisciplinary encounters that lead to unpredictable outcomes. Now, for the first time, the innovation consultants at The Dream Cafe; have made their model and methods available to us all in this exciting new book. Focuses on the urgent need to enable major brand businesses to formulate, refine, and deliver the big brand idea that will disrupt and redefine the market Shows how to innovate and stand out by embracing risk and innovation Equal parts inspiration and practical implementation The concept covered is currently being used extensively by major global brands and companies

"I enjoyed this book and think it works well as a volume of ideas and innovation wisdom" (Cambridge Business, July 2015) From the Back Cover Feed your creative spirit! The key to business success and growth is innovation. But how do we become innovative? Creating the future means forgetting the rules that confine us and using our imagination to take inspired risks. Embracing collaboration and uncertainty has long been a vital ingredient of success, beginning with the creative thinkers and doers of the avant-garde whose ideas and creativity thrived in society. The Dream Cafe; shows how businesses can learn from these counter-logical and irreverent ways. This book is a unique compendium of attitudes and techniques that will allow business leaders to survive and prosper in an unpredictable future. These tried-and-tested principles, already in practice at leading global brands, will enable you to formulate, refine and deliver big brand ideas that will disrupt and redefine the market. About the Author Duncan D. Bruce is a consultant and author of Brand Enigma who has established a truly alternative approach to brand building, informed by over 25 years of creative and strategic experience in empowering communication, creative and cultural needs of blue chip business and brands. Dr Geoff Crook is an artist and research innovator who is committed to changing hearts and minds ways that allow transformational change in the marketplace. He has a PhD in multi-sensory aesthetics and created and ran the Masters in Applied Imagination at Central St Martin's School of Art. Geoff's decision to co-create The Dream Cafe as a location for brand innovation was informed by his realization that there was a real opportunity to construct synergy between disruptive creativity and market need.