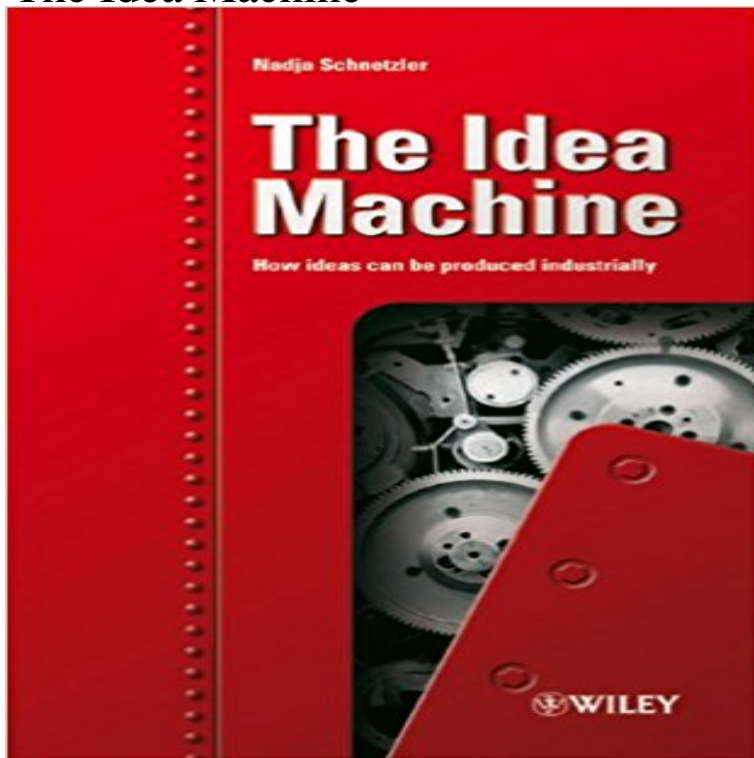


## The Idea Machine



Can ideas be produced industrially? In the same way as shoes or chocolate? Or does it require flashes of inspiration from brilliant creative thinkers? No, claims Nadja Schnetzler. In her Swiss company BrainStore, ideas are produced in the same way as products: to order and on a conveyor belt. How is it made possible? -- very simply: with the BrainStore ideas machine, an innovation model which functions on engineering principles. The author explains how ideas can be produced systematically and efficiently using this model. Numerous case studies from all over Europe and many anecdotes show the reader how he can successfully use the idea factory's tools in his own company. The book shows that anyone can develop good ideas -- you just need to know the right methods and put together the right team.

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