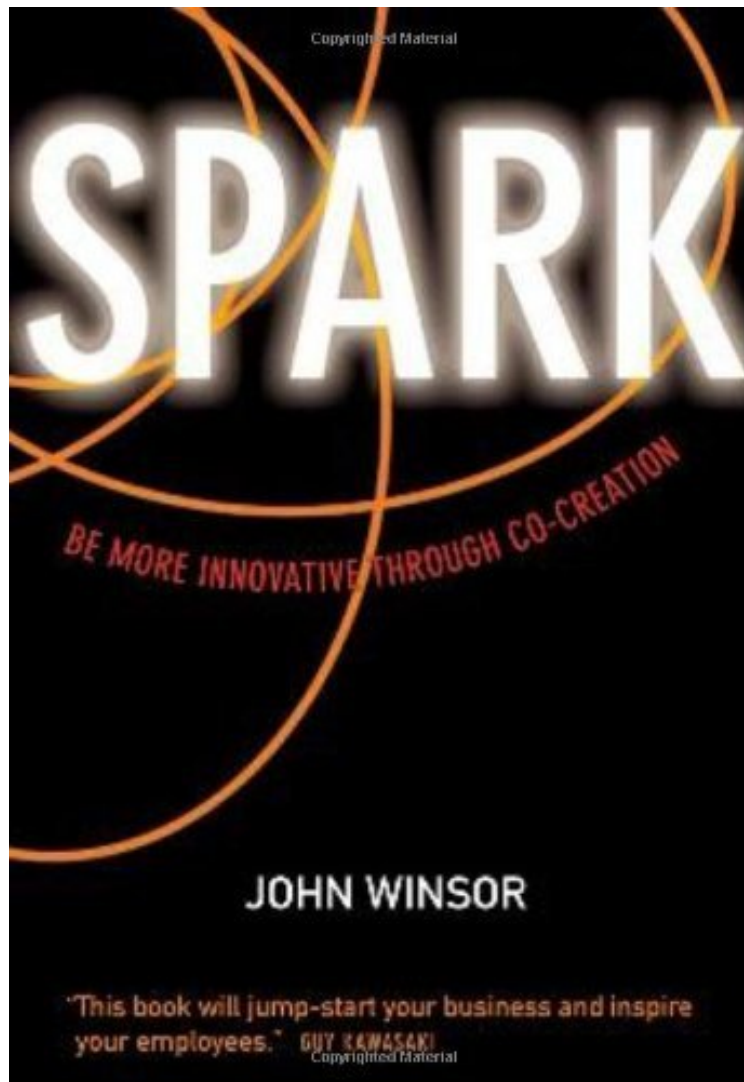


(Download free pdf) Spark: Be More Innovative Through Co-Creation

## Spark: Be More Innovative Through Co-Creation

*John Winsor*

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**John Winsor : Spark: Be More Innovative Through Co-Creation** before purchasing it in order to gage whether or not it would be worth my time, and all praised Spark: Be More Innovative Through Co-Creation:

1 of 1 people found the following review helpful. Full of Great IdeasBy culturejunkieThis book is a quick read but full of great ideas for (re)igniting creativity and innovation. It's set up in an interview style, with each chapter representing a conversation with one of sixteen marketing professionals from well known consumer brands and agencies. The chapters are then grouped into 4 categories all focused on innovation through co-creation, either via a team, the company, the customer, or the culture. Some key excerpts: "A spark wouldn't happen if there weren't a difference between one end of the spark and the other. It's in that gap that the potential exists." "Improv suggests that creativity is fundamentally something that arises between people and is never done by someone on their own...people can only act

in response to the stimulus they are given." "Consumers are tough and they're smart, they have choices, they have power, and they like to use it. They understand the world of innovation. They mash together sports and music and film and gaming and art and food and fashion. They ignore the superficial scratch and hiss of brandsters. They are not beyond influence, but they are above manipulation." The book brings together a lot of the ideas raised in Malcolm Gladwell's *Blink* and James Surowiecki's *The Wisdom of Crowds* before it. And it underscores the fact that the best marketers are social scientists: get out there and observe, talk to, and engage with your customers and prospects. 2 of 2 people found the following review helpful. A Must Book for those seeking Successful Marketing Ideas By Anne Golden John Winsor conducted interviews with leaders from successful corporations, who believe in the concept of innovative marketing as a means to promote their products. Industry leaders from corporations such as, Nike and LEGO Group are examples Mr. Winsor uses to express how innovative marketing works. Mr. Winsor expertly organized the subject content of his chapters as if he was weaving a blanket. The book's organization, weaves the reader from one perspective of innovation to another. He starts his book with the different concepts of how individual leaders develop a TEAM. Then he weaves forward, tying into different perspectives, of a few COMPANIES that help create innovative environments for ideas to flourish. Once this part of the blanket is weaved, the book concentrates on the CUSTOMER base. In this section, Mr. Winsor weaves the different lessons of how the COMPANY'S TEAM can learn to understand their CUSTOMER base. By understanding the CUSTOMER, the innovative TEAM will know how best to anticipate and meet their customers needs. Finally, the blanket's completion is weaved, by adding the CULTURAL perspective of innovation. The book is finished with chapters on understanding the CULTURE environment. This final section brings the idea of innovative "Spark" of co-creation together for success. Lessons learned in this section provide ideas on how to develop community relations with "competitors, retailers, suppliers, the political environment," as well as consumers. Thus, the cultural environment helps the TEAM develop INNOVATIVE ideas that benefit CUSTOMERS, which will eventually produce profits for the COMPANY. A great book that provides the reader with definitive proven, successful, innovative concepts that can be applied to any business. A must book to read for anyone who enjoys thinking outside the usual approach to marketing. 2 of 2 people found the following review helpful. Intuitive Innovation By marketing exec This book is all about easy access and inspiration. From the leaders at Nike to other iconic brands, I enjoyed being able to drop in and check out a certain story about a brand I was interested in (quiksilver in this case) and have real life examples of people out there in different parts of corporate America. The diversity of brands and ideas represented was phenomenal (can you say milk to Lego?) and I found the stories inspirational and motivating. Definitely worth keeping in your carry on for a few months and a few reads.

The playing field for businesses is always changing. But one principle remains constant: individuals and companies that innovate will excel. In this groundbreaking guide, entrepreneur John Winsor presents 16 unique perspectives from trail-blazing innovators in companies of all sizes; creative directors, CEOs, brand managers, product developers, and others. Readers will learn how these stellar innovators built powerful brands and created the right environments to foster high levels of creativity. Following each interview, readers will discover a set of tools and recommendations to help them implement the innovator's ideas, including exercises, questions, and space to draw or write their thoughts. Throughout, Winsor weaves his essential premise: it takes more than one brilliant mind to allow innovation to occur. By the end, readers will understand why a true innovator is someone who makes connections with others and realizes the rewards.

From Booklist Winsor is CEO and founder of Radar Communications and author of *Beyond the Brand* (2004). Defining innovation as a system of "co-creating with your customers and your fellow employees," he goes on to present, in this sprightly little handbook brimming with wisdom and energy, ideas on how business enterprises can spur innovation--co-creation, that is. His book is divided into four sections that correspond to the four basic spheres of a business "ecosystem": the employer's particular company "team," the pursuits of the company itself, the customer, and the nature of the company culture. These obviously are the primary arenas in which companies should concentrate their innovation practices. In the ideal situation, which Winsor guides the reader toward understanding, the best innovative inspirations of all four areas are integrated into one great innovative performance. Profiles of especially innovative business thinkers are included, as practical guidance, and feature Matt Jacobsen of Quiksilver, Mike Parker of Nike, and Christine Halvorson of Stonyfield Farms. A book bound to generate plenty of spark. Brad Hooper Copyright copy; American Library Association. All rights reserved "If co-creation letting customers in on the product development process is such a great idea, how come all the books about it are written by one person? Former magazine editor John Winsor gives up the mike to 16 co-creation trailblazers, creative directors, CEOs, and product developers from customer-curious companies, such as Lego, Herman Miller, and Miller Brewing. A workbook in the truest sense, each chapter features an open notes section as well as resources for further study." --Fast Company "About the Author John Winsor founded Sports and Fitness Publishing in 1986 and sold it to Conde Nast and Emap in 1998. He started Radar Communications in 1998, which in 2007 merged with Crispin, Porter, and Bogusky. He lives in

Boulder.