

CREATING **BREAKTHROUGH** BUSINESS CONCEPTS

21 DAYS TO A BIG IDEA



BRYAN MATTIMORE

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21 Days to a Big Idea! Bryan Mattimore, 2015-11-17 From Bryan Mattimore innovation guru to Fortune 500 companies comes a book for aspiring entrepreneurs corporate intrapreneurs and anyone else looking to break the mold Bryan Mattimore is a big idea guy For the past twenty five years he has helped Fortune 500 companies create over 3 billion in new innovations using his unique creative thinking exercises In **21 DAYS TO A BIG IDEA CREATING BREAKTHROUGH BUSINESS CONCEPTS** Mattimore takes readers through a disciplined creative process to create original and practical new business concepts By investing less than an hour a day for twenty one days you will 1 learn a new toolkit of creative thinking strategies and problem solving techniques that can be used for solving a wide variety of both personal and professional challenges and 2 generate more than a dozen new concepts from which to choose the highest potential winning idea for a new start up Entertaining and easy to follow **21 DAYS TO A BIG IDEA** is a must read for all aspiring entrepreneurs helping you to discover and implement your first or your next biggest idea Greatness starts with an idea but the chasm between ideas and truly great ideas is vast This terrific approachable book provides a simple and straightforward method for bending and torturing almost any idea until it succumbs to greatness Bob Dorf co author of **THE START UP S OWNER S MANUAL**

Design Works Heather M. A. Fraser, 2012-01-01 Design Works translates design theories into business design a new rigorously developed discipline that serves as a collaboration platform for enterprise strategy and transformation School for Startups: The Breakthrough Course for Guaranteeing Small Business Success in 90 Days or Less Jim Beach, Chris Hanks, David Beasley, 2011-05-19 The Beginner s Guide to Low Risk Entrepreneurship You want to start your own business but risk isn t your middle name You re not alone Many successful entrepreneurs are averse to risk but they have learned the tricks to working around it And now you can too with School for Startups This practical guide shows you how to build a business the smart way without risking major assets such as your house savings account or health insurance You ll learn how to increase your chance of success by Funding your venture without investors Entering international markets Taking full advantage of tools on the Web Marketing your product or service for little or no cost Deploying a third party to package and ship products Taking control of an existing business or franchise The authors present hundreds of the best ideas for new businesses along with case studies proving the effectiveness of their approach Also included with the book is a code you can use to register for The Entrepreneur School www.theentrepreneurschool.com where you can access exclusive webinars and supplementary material Business 2.0, 2000-07 *Indianapolis Monthly*, 2004-09 Indianapolis Monthly is the Circle City s essential chronicle and guide an indispensable authority on what s new and what s news Through coverage of politics crime dining style business sports and arts and entertainment each issue offers compelling narrative stories and lively urbane coverage of Indy s cultural landscape **Computerworld**, 1997-07-28 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site

Computerworld com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network **Digital First** PROF SURBHI. DAHIYA, Surbhi Dahiya, 2023-07-05 This book uses a longitudinal case study approach to analyze key digital media startups in the Indian journalism industry today *Crises and Integration in European Banking Union* Christopher Mitchell, 2023-12-06 It is conventional wisdom among scholars policymakers and other observers that crises are one of the primary drivers of European integration However while many crises have indeed spurred deeper integration there is also no shortage of crises that failed to produce meaningful deepening or even led to disintegration The literature on European integration has to date failed to develop a theory to identify ex ante which crises are most likely to produce integrating reform *Crises and Integration in European Banking Union* addresses that gap building a theory of how the combination of crisis severity and origin indicates whether a crisis will produce deep reform modest reform or a persistence of the pre crisis status quo Mitchell does so by examining the relative impact of a series of crises on the centralization of European financial regulation in the 21st century including the 2007 09 Banking Crisis 2010 14 Debt Crisis the Brexit shock and the 2020 21 COVID 19 Pandemic It thus also makes an important contribution to the literature on European financial regulation and the steps needed to complete a European banking and capital markets union The volume not only addresses a significant theoretical gap but also provides a foundation for policymaking in response to future crises by building a framework to identify which challenges are most likely to provide an opportunity for deeper integration *Billboard* , 2004-01-17 In its 114th year Billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends **Billboard** , 1999-12-04 In its 114th year Billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends

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