



The Circle of Innovation: You Can't Shrink Your Way to Greatness

Tom Peters

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In 1982, business guru Tom Peters co-authored **In Search of Excellence**, one of the most influential business guides of all time. More recently, through 400 seminars in 47 states and 22 countries, Peters reexamined, refined and reinvented his views on innovation--the #1 survival strategy, he asserts, for businesses of the next millennium.

The Circle of Innovation brings these seminars--and Peters' contagious passion--to the reader in a landmark book. Through bold graphics, astounding facts and figures, and quotes whose sources range from Émile Zola to Steve Jobs, Peters blows the lid off accepted management styles. Here is a book that will open your eyes to new ways of envisioning the challenges of today's world. Here, too, is a practical guide that will teach you how to:

- reverse the rising tide of product and service "commoditization" and foster uniqueness
- capitalize on the skyrocketing purchasing power of women
- convert sluggish staff into vital centers of intellectual capital accumulation
- build systems of elegance and beauty
- liberate your creativity and individual leadership style

Whether you manage a six-person department or a 60,000-body behemoth, **The Circle of Innovation** empowers you to transform your organization, your career, yourself. Inspiring, timely, this blueprint for success is pure Peters--a handbook as energetic as it is profound.

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