



## Ban the Humorous Bazooka

*Mark Henry Sebell, Jeanne Yocum*

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A recent survey by Robert Half Associates indicates that 89% of executives believe that employers are doing more to encourage employees to be creative and innovative now than five years ago.

Notwithstanding a giant corporate commitment to innovation, roadblocks abound, creating an unacceptably high failure rate for new products. But what if someone could show businesses how to overcome the obstacles, roadblocks and speedbumps? What if there was a proven way to move from creative ideas to actual marketable innovations? What about a way around those "humorous bazooka" comments that often shoot down fresh ideas--leaving roadkill instead of innovation?

Sharing the proven and practical methods that have helped Fortune 500 companies power through blocks to bring breakthrough products and services to market, innovation consultant Mark Sebell offers insights for every company grappling with the "dark night of the innovator."

Defining the obstacles that impede innovation then proposing successful strategies to overcome them, *Ban the Humorous Bazooka* uses case studies from Sebell's premier client companies to examine strategies that really work to bring successful innovations to market. It also:

\*Speaks to the heart of people's fears about failing at their next innovative effort \*Offers techniques to discover usable insights out of the information overload \*Outlines how companies can assemble cross-functional innovation teams to achieve real breakthroughs

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