



Summary: The Ideafisher - Marsh Fisher: How to Land the Big Idea -- and Other Secrets of Creativity in Business

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Complete summary of Marsh Fisher's book: "The Ideafisher: How to Land the Big Idea - and Other Secrets of Creativity in Business".

This summary of the ideas from Marsh Fisher's book "The Ideafisher" shows that creativity in business is the ability to come up with new and different ideas. Companies which develop new and original ideas will move forward, while those that develop me-too products will forever be doomed to compete in aggressive and marginal-value marketplaces. In this book, the author explains that creative thinking is not a random process and can be understood and applied consistently and rationally. This summary will teach you how the mind works so that you can work with the mind to come up with new creative ideas.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Ideafisher" and discover the key to creative thinking that will take your business to the next level.



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From reader reviews:

Joey Leigh:

Spent a free the perfect time to be fun activity to complete! A lot of people spent their spare time with their family, or their very own friends. Usually they doing activity like watching television, going to beach, or picnic within the park. They actually doing same every week. Do you feel it? Will you something different to fill your own free time/ holiday? Could be reading a book may be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to try look for book, may be the reserve untitled Summary: The Ideafisher - Marsh Fisher: How to Land the Big Idea -- and Other Secrets of Creativity in Business can be excellent book to read. May be it is usually best activity to you.

Fern Marshall:

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Mary Gilbert:

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