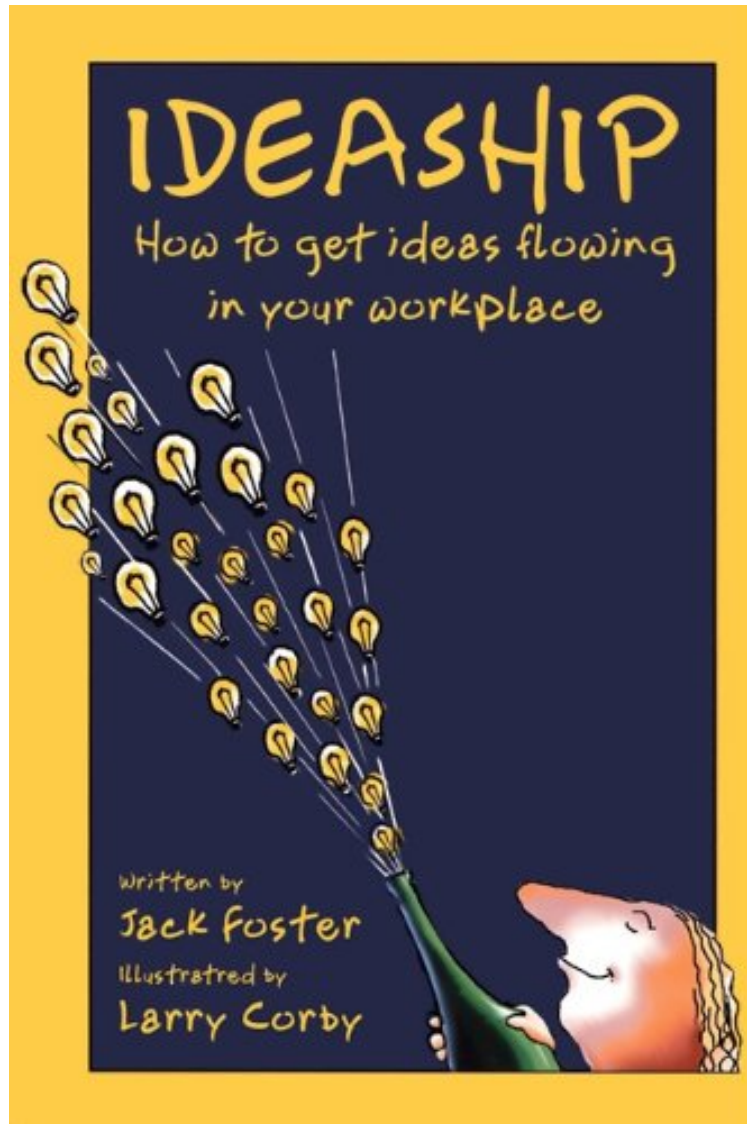


[Download] Ideaship: How to Get Ideas Flowing in Your Workplace (Agency/Distributed)

Ideaship: How to Get Ideas Flowing in Your Workplace (Agency/Distributed)

Jack Foster

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Jack Foster : Ideaship: How to Get Ideas Flowing in Your Workplace (Agency/Distributed) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ideaship: How to Get Ideas Flowing in Your Workplace (Agency/Distributed):

0 of 0 people found the following review helpful. Get it!By Daniel MoraVery positive. And great ideas. I think this can be a great book for any work place. Just need everyone to be on the same page. Very fast read.3 of 3 people found the following review helpful. My Problems with "Ideaship".By Richard C. MahoneyI have two problems with

"Ideaship". The first is with the subtitle, "How to Get Ideas Flowing in Your Workplace". No question, this book is certainly a valuable guide for that, but it's a lot more. A few chapters into the book, it occurred to me that the suggestions Mr. Foster was outlining to generate ideas are, surprisingly, even more valuable for generating meaningful personal relationships--in or out of the workplace. You needn't be on the employment rolls to benefit from "Ideaship". My other problem with this book? I now live in fear that those few, benighted people that found themselves working for me will read "Ideaship" and--if they ever had any doubts--now have confirmation that they worked for an unenlightened ninny. Where was "Ideaship" when I needed it? If you are responsible for the output of fellow workers, or know someone that is, give yourself, or that someone, "Ideaship". Beyond that, if no one is below you on the work ladder, or if you are nowhere near a work ladder, you'll find that "Ideaship" has something (or, in fact, many things) grand to say to you about enhancing your personal relationships. 1 of 1 people found the following review helpful. The human side of management By Robert S. Sallin This should be mandatory reading for every level of management in every business, small or large. The basic principle which Foster espouses is that creating an environment where employees...no, let's make that human beings...can be stimulated to be happy, and therefore infinitely more productive. It works. Having supervised enterprises involving as many as 300-500 employees and as few as 3, I know from 40 years management experience that Foster's "ideaship" is the ideal prescription for any business. Instinctively, and in many ways, unknowingly, many of his precepts were personally applied with predictable success --- employees who felt good about themselves and their work. A former employee, when asked what it was like to work for me said, "I have never worked so hard for someone whose heart was so big." I believe I could have done an even better job if I had Foster's book at hand.

Innovative, original ideas are a company's most powerful competitive advantage. Nathan Mhyrvold, former chief technology officer at Microsoft, has said that a great employee is worth 1,000 times more than an average one simply because of his or her ideas. In *Ideaship*, the sequel to his bestselling book, *How to Get Ideas*, Jack Foster shifts from how individuals spark their new ideas to how to unleash the creative genius of an entire organization. To create an idea-prone workforce, Foster proposes a totally new concept of leadership: "ideaship." Leaders shouldn't be spending their time obsessing over profits or sales or quality or service. Instead, they should devote most of their energies to making the office a place where creative ideas flow, where the workforce truly believes in its ability to brilliantly solve any problem put before it. Above all, where it's fun to work. With energy and humor, Foster draws on over thirty-five years as creative director of major advertising agencies--organizations whose only purpose is to constantly generate ideas--to offer dozens of fun, fast, often surprising nuggets of practical advice on how to create an environment where innovation and fresh thinking thrive. He reveals why you should only hire people you like, insist employees take vacations whether they want to or not, why efficiency is sometimes inefficient, and how sometimes you can accomplish more by playing the fool instead of the capital L "Leader." *Ideaship* spells out proven ways to encourage creativity, simply and clearly and cogently, without a lot of charts and graphs and formulas and acronyms and statistics and fillers. It flips traditional leadership on its head and shows how simple acts of compassion, trust, and generosity of spirit, as well as some seemingly zany actions, can unleash unexpected, vital bursts of creativity.

"Jack Foster's concept of 'ideaship' will help you get more out of the people you work with and increase your own productivity in the bargain." -Edward Stephens, former Dean, The S.I. Newhouse School of Public Communications, Syracuse University "Ideaship is thirty-five years of creative coaching experience, condensed and delivered in the short, pithy style of one of America's finest copywriters." -Joe Phelps, CEO, The Phelps Group From the Publisher "Jack Foster's concept of 'ideaship' will help you get more out of the people you work with and increase your own productivity in the bargain." -Edward Stephens, former Dean, The S.I. Newhouse School of Public Communications, Syracuse University "Ideaship is thirty-five years of creative coaching experience, condensed and delivered in the short, pithy style of one of America's finest copywriters." -Joe Phelps, CEO, The Phelps Group About the Author Jack Foster is author of *How to Get Ideas*, a selection of both the Money Book Club and the Book of the Month Club. For thirty-five years he worked in the creative departments of major advertising agencies--the first ten as a writer, the last twenty-five as a creative director. Foster has helped others generate hundreds of ideas for scores of companies, including SunKist, Mazda, Carnation, Mattel, ARCO, Ore-Ida, Suzuki, Albertson's, Denny's, Rand McNally, and Smokey Bear. During his tenure as executive creative director of Foote, Cone Belding in Los Angeles, it grew to be the largest advertising agency on the West Coast.