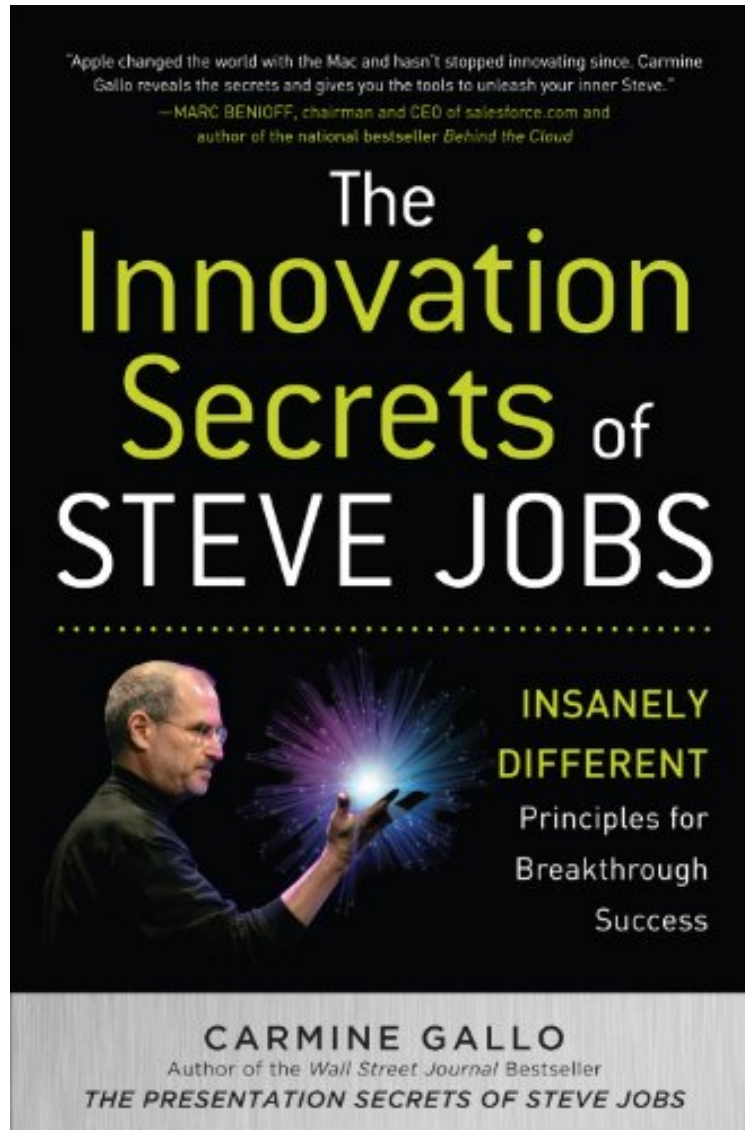


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The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

Carmine Gallo

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This is a great book to read even if just to find out how other companies work. I think you'll find that there is a big contrast between most companies think innovation is and what Steve Jobs thinks it is. Lots to learn from this book and I found it stirred up a lot of emotion and motivation for me and I'm sure it will for you. When you find yourself in a difficult situation, ask yourself: What would Steve do?
Its a perfect compliment to the authors previous book about Jobs on how to present like him which I thought was actually much better and had a more emotional drive. The market needed Apple to bring innovation from the boring shackles of bog standard PC's with Windows and it so funny to see that even the best of the best simply can't react fast enough. I take my hat off to Steve and the team. Well done.

A "THINK DIFFERENT" APPROACH TO INNOVATION-- Based on the Seven Guiding Principles of Apple CEO Steve Jobs
In his acclaimed bestseller *The Presentation Secrets of Steve Jobs* author Carmine Gallo laid out a simple step-by-step program of powerful tools and proven techniques inspired by Steve Jobs's legendary presentations. Now, he shares the Apple CEO's most famous, most original, and most effective strategies for sparking true creativity--and real innovation--in any workplace. **THE INNOVATION SECRETS OF STEVE JOBS** Learn how to **RETHINK** your business, **REINVENT** your products, and **REVITALIZE** your vision of success--the Steve Jobs way. When it comes to innovation, Apple CEO Steve Jobs is legendary. His company slogan "Think Different" is more than a marketing tool. It's a way of life--a powerful, positive, game-changing approach to innovation that anyone can apply to any field of endeavor. These are the Seven Principles of Innovation, inspired by the master himself: Do What You Love. Think differently about your career. Put a Dent in the Universe. Think differently about your vision. Kick Start Your Brain. Think differently about how you think. Sell Dreams, Not Products. Think differently about your customers. Say No to 1,000 Things. Think differently about design. Create Insanely Great Experiences. Think differently about your brand experience. Master the Message. Think differently about your story. By following Steve Jobs's visionary example, you'll discover exciting new ways to unlock your creative potential and to foster an environment that encourages innovation and allows it to flourish. You'll learn how to matchmdash;and beatmdash;the most powerful competitors, develop the most revolutionary products, attract the most loyal customers, and thrive in the most challenging times. Bestselling business journalist Carmine Gallo has interviewed hundreds of successful professionals--from CEOs, managers, and entrepreneurs to teachers, consultants, and stay-at-home momsmdash;to get to the core of Steve Jobs's innovative philosophies. These are the simple, meaningful, and attainable principles that drive us all to "Think Different." These are *The Innovation Secrets of Steve Jobs*. An enhanced ebook is now available with 10 demonstration videos of Jobs' sure-fire innovation secrets. Select the Kindle Edition with Audio/Video from the available formats.

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-Tim Bajarin, president of Creative Strategies, Inc.
About the Author
Carmine Gallo is a communications coach for the world's most admired brands. He is an author and columnist for Bloomberg BusinessWeek and Monster.com and a keynote speaker and seminar leader who has appeared on CNBC, NBC, CBS, MSNBC.com, BNET, Forbes.com, and in the New York Times, the Wall Street Journal, and Investor's Business Daily. Gallo is a former television anchor and business correspondent and has also held a position as a vice president for a global, top-ten public relations firm. Gallo lives in the San Francisco Bay Area with his wife and two daughters. Learn more about him at www.carminegallo.com