



# Innovate or Die: Outside the square business thinking

*Jack Collis*

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## **Innovate or Die: Outside the square business thinking** Jack Collis

In business, the most valuable commodity is people - and their ability to think outside the square. Without the ability to think innovatively, any business - big or small - risks dying. Here, Jack Collis, an authority on creative marketing, recognized motivational speaker and best-selling author, outlines the importance of original thinking to give you the edge on the competition. Drawing on his many years of experience as a Marketing manager, Jack uses anecdotes and examples to illustrate new ways to approach business, and to succeed at it.

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