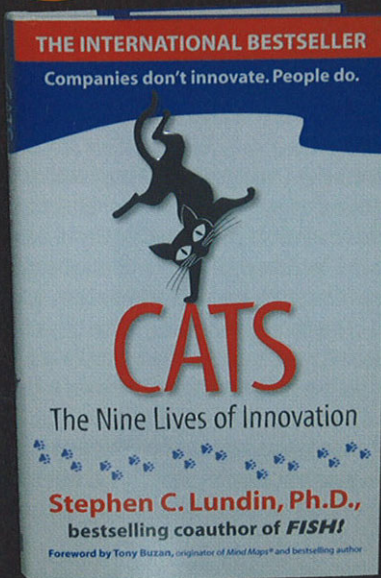


**Pick
of the
month**

CATS: The Nine Lives of Innovation

Stephen C. Lundin, McGraw-Hill

S\$\$31.95 w/o GST



Written by the author of *FISH!*, this book proves to be equally compelling, angling on a more personal focus when it comes to developing innovation. Stephen Lundin believes any organisation can benefit by

having innovative employees who can help populate strategies, structures and systems. So the book *CATS* intends to help you do just that – finding the source of innovation within yourself as the result of it will bring success and satisfaction at work, on top of energizing your own personal life.

What is most enjoyable about this book is how Lundin writes in a positively upbeat tone that can effectively make the reader want to try out his activity suggestions. Rather than explaining the ways in a methodological manner, he explores the subject from a cat's eye view, making the search for innovation fun!
– Nasirah A.R

Bookmark this!

Creativity is a quality that can't be directed, co-erced or controlled as if it were an assigned location in the corporate parking lot. Typical leadership techniques often create an environment that is conducive to some things but toxic for innovation. The challenge to leadership is to collaborate in the provision of a climate full of "natural energy".