



Creative Strategy Generation: Using Passion and Creativity to Compose Business Strategies That Inspire Action and Growth

Bob Caporale

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Learn how to compose truly original strategies by applying a proven creative process

Many business leaders are taught to develop strategies by analyzing case study after case study of other companies' already implemented ideas. However, in order to develop a truly great strategy, you must learn how to tap into your own instincts, intuition, and original ideas to connect with people in ways that have never been thought of before. In short, you need to learn how to be more creative.

Written by acclaimed product strategist Bob Caporale, *Creative Strategy Generation* is a step-by-step guide to composing successful business strategies by learning how to apply a creative process to classic strategic theories. Its lessons are aimed squarely at the thousands of strategic practitioners who are tasked with developing product, portfolio, and market-level strategic plans for their organizations. Drawing upon examples from real-life business situations, and coupled with clever musical and artistic analogies, *Creative Strategy Generation* is sure to provide not only a proven framework for developing business strategies, but also a new way to think about the entire strategic process.

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