



# Robert's Rules of Innovation II: The Art of Implementation

By Robert F. Brands, Martin J. Kleinman

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In *Robert's Rules of Innovation II: The Art of Implementation*, innovation thought-leader Robert Brands introduces readers to the best and most recent thinking of his international network and shows how to permanently implement a culture of Innovation in one's work environment.

Brands has led innovation-driven companies around the world, and, on these pages, these international experts share their passion for innovation and the Art of Implementation and provide hands-on tips in an informative and entertaining manner.

With *The Art of Implementation*, readers will dive head first into practical techniques to break down the barriers to innovation, whether they are self-imposed or due to external or marketplace reasons. And *The Art of Implementation* delivers a hands-on, understandable, and practical approach to making innovation part of every outfit's DNA. See You Tube Book Video! -- [youtu.be/StyS4yV5Mbw](https://youtu.be/StyS4yV5Mbw)

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### Editorial Review

Review

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[youtu.be/StyS4yV5Mbw](https://youtu.be/StyS4yV5Mbw)!

MidWest Book Review ; [midwestbookreview.com/mbw/dec\\_15.htm#micah](http://midwestbookreview.com/mbw/dec_15.htm#micah)  
December 2015

**Critique: Impressively well written and exceptionally well organized and presented, "Robert's Rules of Innovation II: The Art of Implementation" is as informed and informative as it is thoughtful and thought-provoking. An inherently fascinating and thoroughly absorbing read from beginning to end, "Robert's Rules of Innovation II: The Art of Implementation" is very highly recommended for corporate, community, and academic library collections.**

"Brands follows up on the original *Robert's Rules of Innovation* by focusing on the unequivocal key to innovation, the people who innovate. His insights into the potential roadblocks your company will face, and the concrete steps you and your team can take to overcome them, are practical and timely. If a culture of innovation is something your business needs (Hint: all businesses do), then start with this book. When you are finished reading, read it again." -- William Silverman, Director of The Launch Pad at The University of Miami, and Co-Founder, Accredify.

"Creativity is hard. But making creative strategies produce results in a business environment is even harder. *Robert's Rule of Innovation II: The Art of Implementation* actually builds that elusive and critical bridge from creative spark to implementable, grounded, money-making business outcomes. Its counsel is practical, usable, real world based and, of course, creative as hell." -- Robert Seltzer, former Chairman and CEO of Ogilvy Public Relations Worldwide and renowned client service innovator.

"Today's CEOs are facing a market where the pace of change is accelerating around new technologies, consumer behaviors, global competition, and a generational shift in the workplace. *Robert's Rules--The Art of Implementation* provides executives with excellent ideas on how to infuse innovation into the corporate DNA--and prepare those organizations to not just survive, but thrive, in the future." -- Karl W. Sprague, Vistage -Chairman

"Robert Brands has done it again in laying out a clear, thoughtful and practical approach to help any CEO or business leader develop the plan to not only introduce but install innovation within the culture and behaviors of their organization to create a viable and sustainable business. This is a must read for every business leader" -- Chris Ruisi, author, leadership coach and keynote business speaker --**Reviews**

From the Inside Flap

*ROBERT'S RULES OF INNOVATION II:  
THE ART OF IMPLEMENTATION*

Do you know anyone who still takes a tight-fisted approach to R&D and innovation, as if they were still in the roiling financial tumult of 2008?

If yes, could that someone be you?

In *Robert's Rules of Innovation II: The Art of Implementation*, innovation thought-leader Robert Brands introduces readers to the best and most recent thinking of his international network and shows how to permanently implement a culture of Innovation in one's work environment.

Brands has led innovation-driven companies around the world, and his global network of business leaders comes from different cultures, speaks different languages, and are experts across a variety of industries.

On these pages, these international experts share their passion for innovation and the Art of Implementation and provide hands-on tips in an informative and entertaining manner.

In his first book, also written with author Martin Kleinman, Brands delineated decades worth of collective invaluable experience. **Robert's Rules of Innovation®**- much like *Robert's Rules of Order* that create order from chaos in meetings around the world - helped business leaders understand the principles needed to create, nurture, and profit from a stable New Product Development (NPD) program.

With **The Art of Implementation**, readers will quickly revisit the 10 key rules of Innovation and then dive head first into practical techniques to break down the barriers to innovation, whether they are self-imposed or due to external or marketplace reasons.

And, as with his first book, **The Art of Implementation** delivers a hands-on, understandable, and practical approach to making innovation part of every outfit's DNA.

The worst of the Great Recession is long over. There are no more excuses, no more reasons to postpone, de-fund, ignore, or otherwise hobble your new product development programs. Whether you manage a multinational or an entrepreneurial start-up, whether you are a manufacturer, distributor, service provider, supplier or retailer, the competitive pressures today - in terms of time, budget, *everything* -- are unprecedented.

***There is no time to waste.***

Ready to unleash your team's abilities? Eager to make sure your culture of innovation is properly implemented, poised to create profitable new products and position your company for long-term success?

Welcome, then, to **Robert's Rules of Innovation® - The Art of Implementation.**

#### About the Author

**Robert F. Brands** is president and founder of Innovation Coach® (InnovationCoach.com) and Brands & Company, LLC. Brands's hands-on experience in bringing innovation to market spans decades and includes the creation and improvement of product development processes and company culture. He is currently a serial entrepreneur and continues to be engaged in business development and start-up companies. A native of The Netherlands, Brands earned a bachelor of science in Business Administration from HTS Eindhoven. Brands is also an avid sailor, open-water diver, and licensed pilot of single-engine aircraft. He resides in Stuart, Florida.

**Martin Kleinman** is Managing Director of Communications Strategies, LLC, and is a New York based business writer and communications specialist. Martin holds a BA degree in Economics and Psychology from City University of New York at Lehman College. Martin, who enjoys tennis and cycling, resides in New York City.

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**Douglas Barney:**

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