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December 14th 2010: Advice About Innovation During Tough Economic Times

The show features major points raised during Ambler's recent presentation at the 2010 INNOVATION SYMPOSIUM sponsored by Rutgers University's School of Business. Learn why "new for the sake of new" gets companies in trouble. Learn from past innovations and how to finance today's innovations. Hear why most successful innovations combine two disparate things to solve a problem. Hear which mental exercises can strengthen your process of innovation. Hear examples of how perception plays a key role in most successful innovations. Recognize the responsibilities and risks associated with promising

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