



# Spark: Be More Innovative Through Co-Creation

*John Winsor*

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# Spark: Be More Innovative Through Co-Creation

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## **Spark: Be More Innovative Through Co-Creation** John Winsor

The playing field for businesses is always changing. But one principle remains constant: individuals and companies that innovate will excel. In this groundbreaking guide, entrepreneur John Winsor presents 16 unique perspectives from trail-blazing innovators in companies of all sizes — creative directors, CEOs, brand managers, product developers, and others. Readers will learn how these stellar innovators built powerful brands and created the right environments to foster high levels of creativity. Following each interview, readers will discover a set of tools and recommendations to help them implement the innovator's ideas, including exercises, questions, and space to draw or write their thoughts. Throughout, Winsor weaves his essential premise: it takes more than one brilliant mind to allow innovation to occur. By the end, readers will understand why a true innovator is someone who makes connections with others and realizes the rewards.

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