



On the Brink: A Fresh Lens to Take Your Business to New Heights

Andi Simon PhD

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On the Brink: A Fresh Lens to Take Your Business to New Heights Andi Simon PhD Seeing Your Business through a New Lens

Innovation has become such a ubiquitous value, it's in danger of becoming cliché. Companies frequently talk about it as the sweeping secret to solve all their business problems; however, they often don't know where to start or how to expand beyond creative brainstorming to strategically identify and act upon new business opportunities.

Andi Simon is a corporate anthropologist who has empowered thousands of business leaders to see their companies with fresh eyes, identify their next big ideas, and--most importantly--turn innovative solutions into executable change. In her groundbreaking book, *On the Brink: A Fresh Lens to Take Your Business to New Heights*, Andi presents her unique methods for harnessing innovation and revitalizing business growth. Taking readers on a journey through seven case studies, Andi shares how she helped these businesses discover new and profitable growth opportunities by exploring the untapped resources that were right in front of them.

From a medical center facing multiple years in the red to a rural university battling decreasing enrollment to an equipment manufacturer whose award-winning product just wasn't selling--the stories of these seven companies struggling to innovate and grow provide invigorating testimony to the power of corporate anthropology.

Whether searching for a way to revitalize a business or to expand a successful company into new and profitable directions, the strategies outlined in *On the Brink* will give readers the fresh approach they need to achieve meaningful business breakthroughs.

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