

ON INNOVATION BY TERRY JONES



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INNOVATION

Turning ON Innovation in your
culture, teams and organization

TERRY JONES

FOUNDER OF TRAVELOCITY AND FOUNDING CHAIRMAN OF KAYAK.COM

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Review

Terry Jones's book "On Innovation" is a gem. Countering a management tradition in which empty slogans too often take the place of actual thinking, Jones returns our attention to hard won insights learned from creating 10 startups and working for some of corporate America's best mentors, and he does so with a light hand and a wry sense of humor. You'll come away from this book enriched, even if you just only dip into it in 10 minute snatches now and again. TNOOZ

Turning ON Innovation in your culture, teams, and organization," newly released in 2012, is a business book, but easily accessible to anyone who has worked for a company, lead a company, or wants to start a company. No fancy business terms or academic rhetoric. The book, instead, speaks in layman's terms, to the everyman and everywoman who wants to better himself or herself and their teams. Moonshine Ink

If you're looking for inspiration to kick-start your business for 2013 and beyond, get your hands on a copy of ON INNOVATION, by Terry Jones. It's a quick read filled with deep insight and rapid-fire advice on how to turn on innovation in your culture, teams and organization...Tahoe Bonanza

This is a book that is ideal for front line staff, CEOs and definitely middle managers...a "how to" book. How to do things, how to look at your business in a new way, how to be strategic, how to listen -- overall, how to innovate. Lake Tahoe News

From the Back Cover

Praise for "ON INNOVATION""Terry Jones is that rarest of business leaders: a mature entrepreneur and a pragmatic visionary. When he offers lessons on how to spark innovation, his guidance is deceptively simple and easy to digest -- but steeped in the wisdom of one who has created real value and built enterprises that last."

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About the Author

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Every business needs to innovate, but few know where to start. ON Innovation, gives leaders seventy-two simple but powerful ideas they can use to create a more innovative organization. Drawing from his experience as founder and CEO at Travelocity.com and from the ten other startups where he's worked, Jones helps readers turn innovation from an academic exercise into an everyday skill. The stories from his career and personal experiences provide well-chosen real world illustrations of how challenging, and ultimately rewarding, it can be to gather a team and establish a culture that is open to change and is committed to innovation as the way to do business. The short chapters seem to be perfectly tailored to today's time crunched business leaders. It's easy to envision readers doing what's advised in "How To Read This Book": opening it to a random chapter when they're facing a challenge and drawing inspiration from wherever then land.

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3 of 3 people found the following review helpful.

Quick and compelling read that gets you thinking

By KJM

I work in financial publishing, an industry that is really caught in between two worlds. Our readers tend to be 50+ and conservative, but we deliver our free and premium content through the web. We have to innovate to stay competitive in the ever-changing online media industry, but we can't surprise our customers too much. To throw an extra wrench in, our marketing staff is made of mainly employees in their 20s. Sometimes it can be difficult to balance what we think are great ideas based on our experience with online media, with what our baby boomer customers will enjoy.

"On Innovation" gave me so many ideas. Terry Jones' well-organized chapters combine compelling and often comical real-world stories from his successful career with actionable advice that employees and executives can put into play almost immediately. You certainly don't have to be in the technology or travel space to benefit from his guidance. He takes familiar, frustrating work scenarios and offers realistic ways to get teams thinking and acting differently.

I'm looking forward to sharing my notes from this book with my boss and colleagues.

2 of 2 people found the following review helpful.

A great resource

By Robert Reiss

ON Innovation is spectacular! Most books have a lot of fluff, but this book is all content and all practical ideas, and some great quotes too. Frankly, I didn't read it cover to cover; instead I keep it on my desk and as I need a new idea I just actually open up to a random page. Uncanny how many fresh practical ideas there are that can be transferred to get competitive advantage with digital disruption..

Robert Reiss, Host, The CEO Show

2 of 2 people found the following review helpful.

Nothing earth-shattering

By T. Nelson

I picked up this book looking for something new. I didn't find much inspiration in it, but maybe that's because I read it cover-to-cover. It may be better used by reading and exercising one chapter at a time. I came across a lot of misspelled words (for the context in which they were used) that spell-check wouldn't find.

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