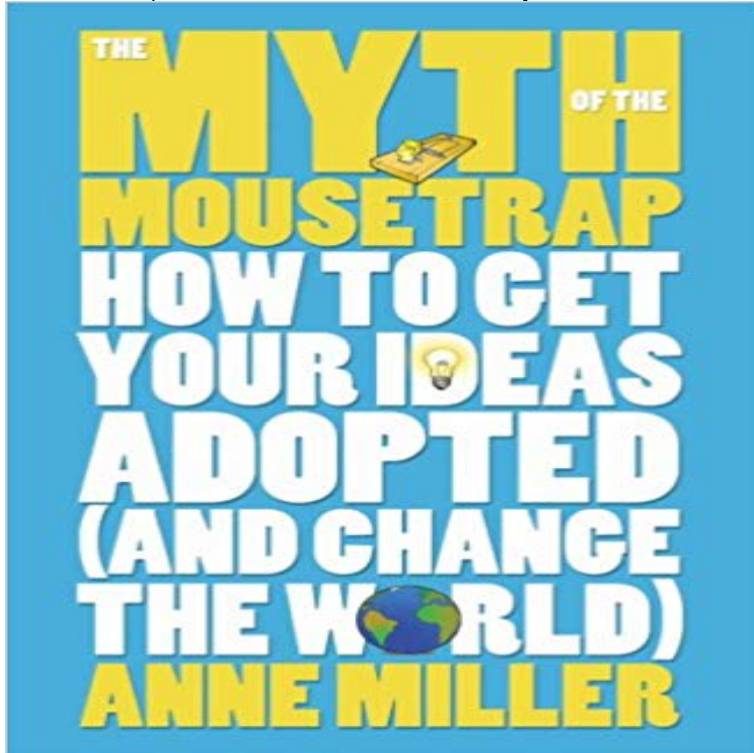


The Myth of the Mousetrap: How Your Ideas Can Change the World



Creativity and innovation are vital in a world which demands new responses and ideas, but individuals are frustrated when their ideas are squashed when they propose them. For most people with ideas, the biggest frustration is that so few of their ideas actually see the light of day. This book will help people understand why its so hard to get their ideas adopted and what they can do about it. Featuring inspiring case studies and a wealth of expertise, this book crosses the boundaries between popular psychology, current affairs, business management and campaigning. This book is for anyone who ever had an idea for making the world a slightly better place but no one would listen. Or if they did listen, they said it wouldnt work. Or it was too risky, or not their area - or they just made so many objections that you got fed up and dropped the whole thing.

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