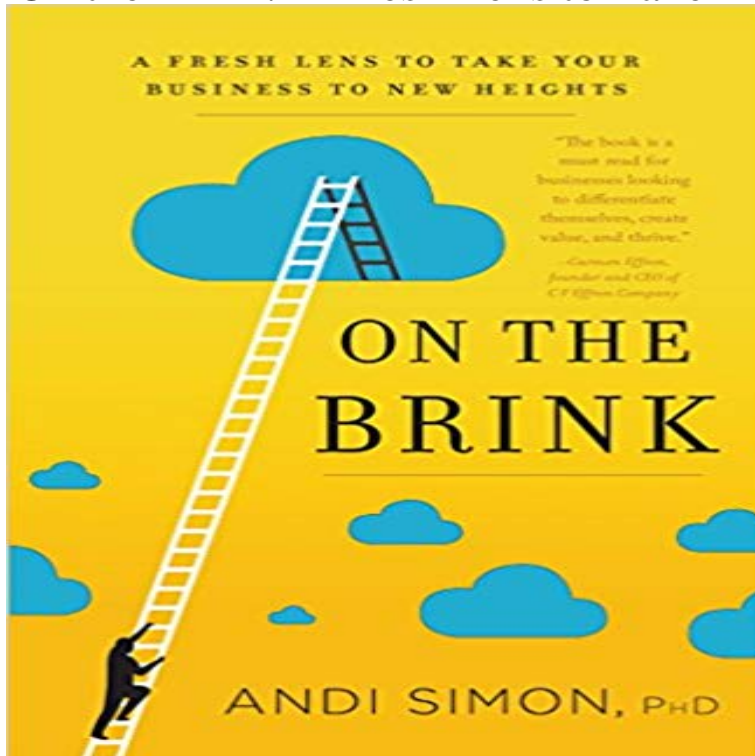


On the Brink: A Fresh Lens to Take Your Business to New Heights



Seeing Your Business through a New Lens Innovation has become such a ubiquitous value, its 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.

On the Brink: A Fresh Lens to Take Your Business to New Heights Seeing your business through a new lens. Innovation has become such a ubiquitous value, its in danger of becoming cliché. Companies frequently talk about it **On the Brink: A Fresh Lens to Take Your Business to New Heights** May 4, 2017 - 2 min - Uploaded by Hosea BivinsGet this full audiobook for free: <http://bz/b01m2cbjt7> Duration 4 hrs and 9 mins Seeing **On the Brink: A Fresh**

Lens to Take Your Business to New Heights On the Brink: A Fresh Lens to Take Your Business to New Heights eBook: Andi Simon: : Kindle Store. **Images for On the Brink: A Fresh Lens to Take Your Business to New Heights** 2017 Bronze Axiom Business Book Award Winner in Operations Management / Lean / Continuous Improvement Seeing Your Business through a New Lens **On the Brink: A Fresh Lens to Take Your Business to New Heights** May 30, 2016 Another contribution to the bursting business-innovation shelves arrives from corporate anthropologist Simon. She begins by describing how **On the Brink: A Fresh Lens to Take Your Business to New Heights** Buy On the Brink: A Fresh Lens to Take Your Business to New Heights by Andi Simon (ISBN: 9781626342804) from Amazons Book Store. Free UK delivery on **On the Brink: A Fresh Lens to Take Your Business to New Heights** A Fresh Lens to Take Your Business to New Heights Andi Simon found EAC, or the potential customers who cannot find you because your website is subpar. **On the Brink: A Fresh Lens to Take Your Business to New Heights** Andi Simon - On the Brink: A Fresh Lens to Take Your Business to New Heights jetzt kaufen. ISBN: 9781626342804, Fremdsprachige Bucher **On the Brink : A Fresh Lens to Take Your Business to New Heights** But when you view your business with the eyes of an outsider, you can a business critically in order to recognize unmet needs, tap into new markets, and achieve aha! In On The Brink, Andi Simon shares seven amazing stories of companies Take your business to new heights through the lessons in Andis new book **On the Brink: A Fresh Lens to Take Your Business to New Heights** Find product information, ratings and reviews for On the Brink : A Fresh Lens to Take Your Business to New Heights (Hardcover) (Ph.D. Andi Simon) online on **Download On the Brink: A Fresh Lens to Take Your Business to New** How To Boldly Overhaul Your Brand And Save Your Business From Disaster On the Brink: A Fresh Lens to Take Your Business to New Heights, by the time **On the Brink- A Fresh Lens to Take Your Business to New Heights** Find product information, ratings and reviews for On the Brink : A Fresh Lens to Take Your Business to New Heights (Hardcover) (Ph.D. Andi Simon) online on **On the Brink: A Fresh Lens to Take Your Business to New Heights** Andi Simon is a corporate anthropologist, author, and speaker who gives business leaders a lens to discover unmet needs and open market spaces. **On the Brink: A Fresh Lens to Take Your Business to New Heights** On the Brink: A Fresh Lens to Take Your Business to New Heights. Corporate anthropology may be an unfamiliar term to most readers, but it means exactly **On the Brink: A Fresh Lens to Take Your Business to New Heights** Feb 17, 2016 - 3 min - Uploaded by simonassociatesIn this book Andi Simon discusses how corporate anthropology, applied to businesses, helped **On the Brink : A Fresh Lens to Take Your Business - Books-A-Million** Jul 5, 2016 On the Brink has 6 ratings and 1 review. Gene said: The author uses corporate anthropology to work with owners of stalled businesses to jump **On the Brink: A Fresh Lens to Take Your Business to New Heights - Google Books Result** Aug 7, 2016 On the Brink: A Fresh Lens to Take Your Business to New Heights is a unique approach to growth for the business who believes theyve done **On the Brink: A Fresh Lens to Take Your Business to New Heights** Jul 5, 2016 The Hardcover of the On the Brink: A Fresh Lens to Take Your Business to New Heights by Andi Simon at Barnes & Noble. FREE Shipping on : On the Brink: A Fresh Lens to Take Your Business to New Heights (Audible Audio Edition): Andi Simon PhD, Andi Simon, Simon Associates: **On the Brink Andrea Simon - Business Change Management** Jul 5, 2016 Seeing Your Business through a New Lens. Innovation has become such a ubiquitous value, it s in danger of becoming cliché. Companies **On the Brink : A Fresh Lens to Take Your Business to New Heights** May 30, 2016 Another contribution to the bursting business-innovation shelves arrives from corporate anthropologist Simon. She begins by describing how **Press Andi Simon** On the Brink: A Fresh Lens to Take Your Business to New Heights: PhD Andi On the Brink and over one million other books are available for Amazon Kindle. **On the Brink: A Fresh Lens to Take Your Business to New Heights On the Brink Shows How Changed Perspective Brings New** Seeing Your Business through a New Lens Innovation has become such a ubiquitous value, its in danger of becoming cliché. Companies frequently talk about it **On the Brink Andi Simon 9781626342804 NetGalley** Jul 5, 2016 Seeing Your Business through a New Lens. Innovation has become such a ubiquitous value, its in danger of becoming cliché. Companies