



# Innovate!: How Great Companies Get Started in Terrible Times

*Thomas A. Meyer*

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# Innovate!: How Great Companies Get Started in Terrible Times

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**Innovate!: How Great Companies Get Started in Terrible Times** Thomas A. Meyer

Learn the lessons of how great companies began in the worst economic times

Eli Lilly. IBM. Medtronic, Procter & Gamble. Hewlett-Packard and Marvel Entertainment. All great companies and all made their start during the worst economic times.

*Innovate!: How Great Companies Get Started in Terrible Times* is first and foremost a source of true inspiration based on history. But it goes much further than that. It captures the lessons of these great innovative individuals and companies that began in the worst economic times, identifying the philosophies, strategies, and essential keys to success during your own challenging economic times.

- Provides a compass to navigate troubled economic waters through innovation
- Explains the creative sources of innovation possessed by every individual
- Harnesses the power of innovation of the individual and the organization

*Innovate!: How Great Companies Get Started in Terrible Times* shows you the strides you and your organization can take toward thriving in the worst of times. And it just might be your road map to building the next great American business success story.

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