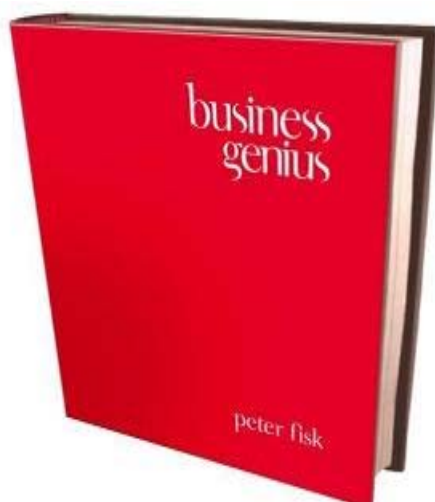


## Business Genius Summary



### A more inspired approach to business growth

“Business Genius” helps you drive more profitable, sustainable growth in today’s fast-changing and connected markets. It explores the challenges of strategy and innovation, leadership and change as you grow your business, and yourself, in order to achieve high performance.

From the craze for Crocs to the cool of Diesel, the secrets of Kikkoman and energy of Red Bull, the vision of Google and disruption of Current TV, the revolution of P&G and the phenomenon of Umpqua – the book captures the best insights from around the world, and a new agenda for today’s business.

Seeing things differently is the foundation of genius. Connecting your left and right brain to think more holistically, exploring opportunities from the future back as well as now forward - then doing business from the outside in rather than the inside out, in order to turn radical ideas into practical action.

### Genius = Intelligence + Imagination = extraordinary results

- **Accelerate growth** through the “seven lives of business”
- Explore the **best opportunities** in established and emerging markets
- Adopt a **new leadership style** for this new business world
- Find the best **growth markets** through market and adjacency mapping
- **Develop strategies** around a higher purpose, not just the pursuit of profit
- **Innovate concepts** and markets, rather than just developing products
- **Understand customers** more deeply by immersion in their different worlds
- Make **brands more tangible** and relevant through customer value propositions
- Harness the **power of market networks** and communities, physically and virtually
- **Energise your people** by creating a fast workplace and creative workstyle
- **Make change happen** that people want, and sustains a new way of working
- **Deliver results** that have extraordinary business, market and personal impact

More information on the book’s website [www.BusinessGeniusLive.com](http://www.BusinessGeniusLive.com)



**Inspired by the secrets of market leaders around the world**

- Apple transforming markets with iPods and iPhones
- Bang & Olufsen Danish electronics designed around customers
- FC Barcelona capturing the sporting passion of the Catalans
- Berkshire Hathaway unlocking the human spirit of value creation
- Chupa Chups the Spanish lollipops inspired by Picasso
- Cirque du Soleil reinventing traditional markets with creative flair
- Crocs the craze started by three men in a fishing boat
- Current TV user generated content revolutionises media
- Diesel staying cool by being a step ahead of the crowd
- Disney connecting digital and physical worlds together
- FedEx aligning the organisation to deliver every time
- Ferrari creatively building a new high-speed business
- GE “ecomagination” transforms a business giant
- Green & Blacks the little green company with a luxurious taste
- Google new ways to work and have a great lifestyle too
- Gucci Italians reject sex for a more sophisticated style
- Haier the Chinese worker who created a revolution
- Kikkoman ancient Japanese secrets of a long-life business
- Li & Fung anything is possible in the flat business world
- 3M creative disruption at the innovation company
- Marks & Spencer bringing a retailing giant back from the dead
- Natura selling the secrets of the girls from Brazil
- Net a Porter the fashion business that fuses retail and content
- News Corporation ready to create a global media revolution
- Nike constantly transforming markets in your own vision
- Porsche the little car maker with the big impact
- Proctor & Gamble real leadership that transformed a market leader
- Red Bull the Austrian who turned a tonic into liquid cocaine
- Second Life virtual reality that reflect customer aspirations
- Shanghai Tang the rise of China’s first luxury fashion brand
- Stella Artois Belgian beer that is reassuringly expensive
- Tate Modern an art gallery designed to fit your mood
- Tchibo the Germans who changed the retail model
- Umpqua Bank welcome to “the greatest bank in the world”
- Zara Spanish fashion that is always a step ahead

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#### The Genius Lab

##### Business Brainscan™

- High performing organisations
- High performing people
- Evaluating your “genius” potential

### About the author, Peter Fisk



Peter Fisk is an inspirational business author, consultant and entrepreneur. He has also spent many years working with the likes of British Airways and Coca Cola, Marks & Spencer and Microsoft, Virgin and Vodafone.

His previous bestselling books include Marketing Genius (about customers, brands and innovation – and currently being translated into 25 languages.) and The Complete CEO. Additionally, his next books, Customer Genius and Creative Genius will be published in mid 2008 and Green Business later in the year.

Peter is founder and CEO of The Genius Works, working with business leaders to adopt a more inspired approach to strategy and innovation – from the future back, the outside in, left and right-brain - through high-energy facilitation and Fast Track development programmes, He also helps companies to adopt a commercial and innovative approach to business sustainability.

He is an experienced business leader and entrepreneur. He has been CEO of The Chartered Institute of Marketing, led strategic innovation firm The Foundation, was Managing Director of Brand Finance the value-based management experts, and led the strategy and marketing consulting practice of PA Consulting Group. He continues to be a non-executive director of a number of new and established international companies.

He is an accomplished international speaker on all aspects of strategy and innovation, customers and marketing. He is thoughtful and considered, provocative and entertaining – capturing what's hot, what works, and what's next. He is described by Business Strategy Review as “one of the best new business thinkers”

For more information about “Business Genius” see [www.BusinessGeniusLive.com](http://www.BusinessGeniusLive.com)  
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