

Make us more Innovative, a practical guide for innovation success

Book written for innovation managers and chief innovation officers

Raleigh, NC (March 10, 2008) Jeffrey Phillips and OVO announce the release of *Make us more Innovative*, a book that outlines a successful approach for building a sustainable, repeatable innovation capability in any business. Based on years of innovation consulting with a number of Fortune 500 firms, *Make us more Innovative* is a practical guide for any firm seeking to build an innovation capability or strengthen an existing innovation process or team. Jeneanne Rae, co-founder of Peer Insight and identified by BusinessWeek magazine as an innovation guru, said “For those seriously interested in building a systemic innovation capability, Jeffrey Phillips takes the reader on a realistic tour of what is required for success. ‘Make Us More Innovative’ provides a detailed blueprint to guide development of critical pieces in the puzzle.”

“We identified a gap in the literature about innovation” said Jeffrey Phillips, VP of Marketing for OVO. “There are a significant number of books about innovation, but many of them focus on advocacy. Our clients understood the need to innovate, but did not understand how to get started or what steps to take for innovation success. We wrote this book for the individuals and teams that have been asked to build innovation programs and capabilities.”

Make us more Innovative is appropriate for any innovation team at any point in its innovation journey. For firms just starting to build an innovation capability, *Make us more Innovative* defines a complete process to follow for success. For firms with innovation experience, each chapter identifies one critical factor or element when building an innovation capability and recommends specific actions. The book includes a brief self-assessment at the beginning to help identify areas of strength or specific challenges.

Keith Sawyer, author of *Group Genius*, said “Jeffrey Phillips is right on the mark when he advises that companies must weave innovation throughout their organization, and innovation must be an integral part of day to day operations. This is a practical book for working managers, with twelve concrete steps that managers can take to transform their organizations into innovative firms.”

In addition to the book, OVO has established a website to promote its ideas about innovation and to encourage discussion and dialog. At www.makeusmoreinnovative.com anyone can read more about the book, purchase the book, participate in a discussion forum about innovation, ask a question or learn more about innovation.

About Make us more Innovative

Make us more Innovative (ISBN: 978-0-595-48425-6) was published in late February by iUniverse and is available online at Amazon.com, Barnes&Noble, from the publisher’s website (www.iuniverse.com) and on www.makeusmoreinnovative.com.

About the Author

Jeffrey Phillips is VP of Marketing and a lead innovation consultant for OVO. Jeffrey has spent a number of years providing innovation consulting services to firms in a range of industries, including high tech, insurance, financial services, software, packaging and many others. His articles on innovation have been published online by Real Innovation, Pure Insight and DigitAll Magazine, and he is the author of the Innovate on Purpose (<http://innovateonpurpose.blogspot.com>) blog.

About OVO

OVO is an innovation consulting and software development firm building repeatable, sustainable innovation capabilities in firms of all sizes, to reduce the cycle time from idea to new product or service, reduce the risk associated with innovation and maximize return on investment. OVO also introduced the Innovate on Purpose™ concept and the Concept to Cash™ innovation process. For more information, see www.ovoinnovation.com or call 919-848-8675.

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