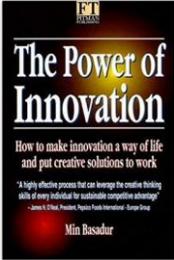
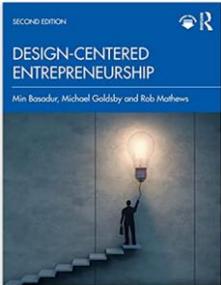


**McMaster Emeritus Professor Min Basadur:  
Book Publications Available**

Title	Description
<p><b>Power of Innovation: How to Make Innovation a Way of Life and Put Creative Solutions to Work (1995)</b></p> 	<p>The Power of Innovation lays out a proven framework based on the Simplexity System for innovative thinking. This system was developed by Dr. Basadur in collaboration with major international client organizations who not only assisted in its development but also implemented it with great success. These organizations include, NASA, Proctor &amp; Gamble, Pepsi-Cola Ford, Kimball, Woodstream, and Goodrich, among others.</p>
<p><b>Simplex, A Flight to Creativity (1994)</b></p> 	<p>Learning to leverage the creative thinking skill of every individual regardless of their job creates the sustainable competitive advantage every corporation is striving for. Simplexity is a highly effective process that provides people with a unique tool to tap into innovation, a massive organizational resource. A major topic of this book is to take confrontation out of the creative process, thereby creating an atmosphere that allows full and free expression without fear of criticism.</p>

**McMaster Emeritus Professor Min Basadur:  
Book Publications Available**

Title	Description
<p><b>Design-Centered Entrepreneurship, 2<sup>nd</sup> Edition (2022)</b></p> 	<p>Grounded in extensive research and field testing, Design-Centered Entrepreneurship presents a concise problem-solving approach to developing a unique business concept. Step-by-step guidelines provide insight into exploring market problem spaces, uncovering overlooked opportunities, reframing customer problems, creating business solutions, and sustaining success and an entrepreneurial culture.</p> <p>Drawing on methodologies from the world of design, the book helps students of entrepreneurship fill in the missing piece that transforms opportunity recognition into a viable business concept. Plenty of useful diagrams help to organize key concepts, making them easily accessible to readers.</p> <p>This second edition has been updated to include social entrepreneurship, more international examples and enhanced support materials. The digital supplements include a virtual creative problem-solving profile, slides, and an instructor manual. Design-Centered Entrepreneurship is the ideal text for entrepreneurship and new venture creation courses with a focus on design thinking.</p>
<p><b>Scatterbrains: Teams Find Innovation by Thinking Differently (2022)</b></p> 	<p>What is your Innovation Style? This book provides a simple and practical guide with an on-line 10-minute instrument to make any Innovation team better. Innovation is a Human Centric Enterprise with four styles that also provide insight into the Innovation process itself. Generators are dreamers fascinated with possibilities; Conceptualizers love to understand how everything connects; Optimizers like to plan and measure success; Implementers like to get things done in the real world. The fact is that we need everyone's contribution for sustainable Innovation, however the path is not always smooth or easy. Team tensions driven by individual styles can often derail any team. The Basadur Innovation Profile and Process enables any team to constructively build on each others' behaviours. The Basadur Profile connects the "scattered-brains" for any team towards accomplishing their goals. This book is an essential and urgent guide that will make thinking style diversity work for any team of human beings interested in achieving a common objective, from corporate teams to non-profits to any group of people who just want to accomplish something.</p>