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Mindshare: Igniting Creativity and Innovation Through Design Intelligence

Author Introduces Groundbreaking Perspective on how Creativity Shapes the Modern World

(SAN FRANCISCO—September 6, 2012)—Organizations continue to be blindsided by change, struggling to find new ways to leverage the knowledge and skills of their employees and to establish a culture of innovation. According to a [new study](#) by IBM centered on cultivating organizational creativity in an age of complexity, “Leaders who embrace the dynamic tension between creative disruption and operational efficiency can create new models of extraordinary value.”

In a world in which achieving audience mindshare is critical for organizations and individuals, innovation has become critical to differentiation. Understanding how creativity can be harnessed through collaborative innovation is not only important to companies and individuals, but is also “the catalyst to collective consciousness, which makes all things new,” suggests [Nikos Acuña](#)—an operations and marketing executive, and author of the new book, [Mindshare: Igniting Creativity and Innovation Through Design Intelligence](#). “Design intelligence moves everything toward a state of perfection by removing imperfections.”

Marketers use the term [Mindshare](#) to illustrate the popularity of a brand. “But brand recognition is just the result of something more profound,” says [Acuña](#). “Mindshare is a much bigger idea that explores how innovation happens in the brain, on the web, in nature, and through experience. This has important implications about the intrinsic processes that shape the modern world.”

[Mindshare](#) is “a book for visionaries who seek the fuel to open new spaces and fill them with meaningful value,” says John Creson, Chief Innovation and Design Officer at Addis-Creson. According to the IBM study, organizational innovation entails uncovering the key capabilities of the organization, catalyzing the creative capabilities of leaders, and unleashing the scale of organizational creativity. [Mindshare](#) explores how to harness these capabilities and how creativity can be used to design a better world.

“Business today is less about persuading and more about truly moving people at a deeper, connective level,” says Ann Handley, Chief Content Officer of [Marketing Profs](#) and co-author of [Content Rules](#). “[Mindshare](#) delivers both the art and science of how to ignite as well as fan the flames of those connections.”

[Mindshare](#), from [Motion Publishing](#), officially launches on October 12, but will be available this month on Amazon.com, and wherever books are sold through Ingram, Baker and Taylor. For interviews and early review copies, contact [Rebekah Epstein](#).

PRODUCT DETAILS

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