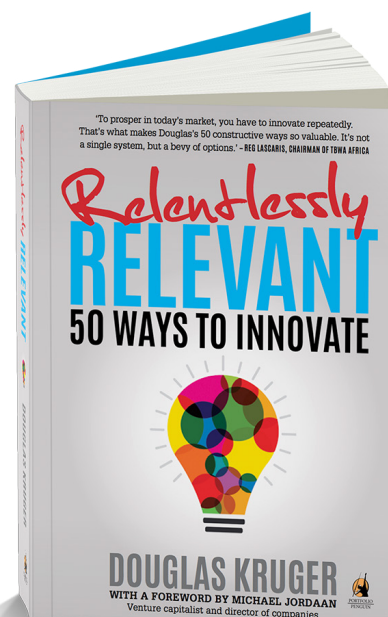


RELENTLESSLY RELEVANT: 50 WAYS TO INNOVATE

DOUGLAS KRUGER



Brace yourself... the rules of consumer engagement have changed. Your customer no longer care about legacy - what matters to them is how you are innovating into their world today. The classic 'solve a problem' approach that industry giants have always employed is no longer relevant. Consumers want switched-on, creative responses to their needs and desires.

In *Relentlessly Relevant*, business guru Douglas Kruger explores the field of innovation, reducing its subject matter to the simple starting points you need to become an industry trendsetter. It pinpoints the levers within your business crying out for innovation, as well as the areas you should leave alone at all costs, and it teaches you to change your traditional way of thinking, altering how you relate to your customers' immediate reality.

Using examples from local and international brands, this book shows you don't have to be a tech giant to innovate, but you do need to know how to think in the right patterns. This is a business imperative. Innovators of today will own their industries tomorrow by constantly asking, 'How can we become relentlessly relevant?'

Douglas Kruger is a business consultant, author and professional speaker and the only person in Africa to have won the South African Championships for Public Speaking a record five times. Douglas helps organisations untangle the unexamined thinking that makes them industry dinosaurs and shows them where all the levers are for real-world innovation. His first book, *Own Your Industry*, was published by Penguin in 2014. See him in action at www.douglaskruger.co.za or follow him on Twitter @douglaskruger.

Aside from interviews, Kruger is also available to write articles on topics related to his new book.

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For more information, contact Surita Joubert at sjoubert@penguinrandomhouse.co.za | 021 460 5462 or visit www.penguinbook.co.za



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