

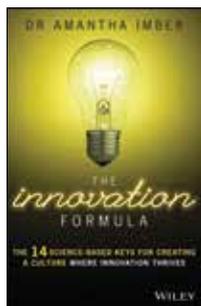
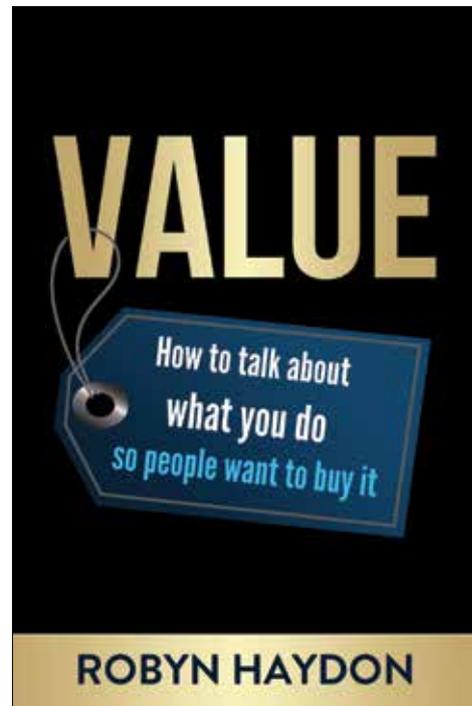
VALUE

By Robyn Haydon

Value is Robyn Haydon's third business development book and it delivers just that. Focused on exploring the psychological nuances of being a sales or new business person in today's commoditised market, including the stifling impact of formal procurement processes on business partnerships and supplier creativity, she cautions against swimming in the "sea of same" and calls service providers to rise above 'servitude' to design offerings of real value to customers.

As disruptive forces challenge major market players, suppliers have an emerging opportunity to offer their expertise and innovation to form mutually satisfying co-creative partnerships. Robyn offers practical advice on how to build and communicate value offerings to customers by understanding the three drivers and six primary attributes of commercial value. *Value* is a recommended read for any small business owner, sales, marketing or new business development professional that wants to lift all aspects of their sales and retention game including tender production.

Reviewed by Anna Keavney



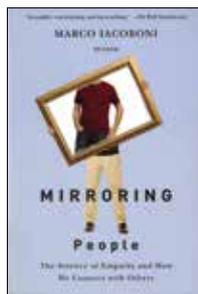
THE INNOVATION FORMULA

By Amantha Imber

The Innovation Formula is a practical book for anyone who is looking for ways to be more innovative

within their workplace. It is divided into sections aimed at individuals, teams, leaders and organisations; this makes it easy to dip in and out of and select what is relevant to you. It also includes a self-assessment to identify specific aspects of innovation that you may want to focus on. The fourteen innovation keys provided are based on research and illustrated with practical examples from organisations such as Etsy and Coca-Cola, as well as the author's own experiences.

Reviewed by Liz Seskus

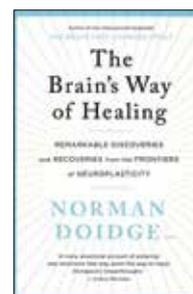


MIRRORING PEOPLE

By Marco Iacoboni

Neurologist and neuroscientist Marco Iacoboni's brain imaging studies have

pioneered the investigation of mirror neurons in humans. Mirror neurons help us to read the facial expressions of others and are closely linked to empathy. These neurons also help explain how is it that we can empathise with a fictional character in a movie or be nervous when our favourite sportsperson under pressure. Iacoboni believes his work will force us to rethink the deepest aspects of our social relations and our selves. *Mirroring People* is an interesting read.



THE BRAIN'S WAY OF HEALING

By Norman Doidge

The Brain's Way Of Healing is written by M.D., psychiatrist, psychoanalyst, researcher and

author Norman Doidge. It focuses on neuroplasticity and the central idea is that the human brain has its own way of healing, and many problems which were thought to be irreversible or incurable can be improved or cured. The book details a range of disorders from chronic pain, Parkinson's Disease, Multiple Sclerosis, migraine, stroke, dyslexia to learning disorders. Read remarkable stories from doctors, therapists and patients about discoveries and recoveries.

Members are encouraged to contact editor@aitd.com.au if you would like to review a book.