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For Immediate Release

Ideas Are Free

How the Idea Revolution Is Liberating People and Transforming Organizations

By Alan G. Robinson and Dean M. Schroeder

Front-line employees see a great many problems and opportunities that their managers don't. Because they are the ones doing the day-to-day work, they are in the best positions to come up with many kinds of ideas—from simple ones on how to save time, effort, and money, to entirely new ways of doing business. Yet most people work in organizations that are far more effective at suppressing their ideas than promoting them. Every day, all over the world, front-line employees watch helplessly as their organizations waste incredible sums of money, needlessly disappoint and lose customers, and miss opportunity after opportunity that to the employees are all too apparent.

Both managers and employees have a tremendous amount to gain by changing this unfortunate state of affairs. The problem is that few managers are aware of the huge potential in the ideas of front-line employees. Business schools teach nothing about it, management gurus don't talk about it, and most organizations expect their managers to do all the thinking. From time to time, enlightened managers may champion the cause of employee ideas; but their efforts most often end in failure because the managers lack concrete tools for getting employees to share ideas.

Ideas Are Free: How the Idea Revolution Is Liberating People and Transforming Organizations answers a question many managers ask: How can an organization gain access to all the ideas that front-line employees have, and so reach a much higher level of performance than it otherwise could? ***Ideas Are Free*** sets out a roadmap for totally integrating ideas and idea management into the way companies are structured and operate.

In the course of their research with hundreds of companies around the world, the book's authors, Alan G. Robinson and Dean M. Schroeder, discovered time and again that incentive-based programs (such as cash rewards) have little effect on stimulating employee ideas; rather, the single greatest factor in eliciting employee ideas was simply whether or not the company actually implemented these ideas. In ***Ideas Are Free***, the authors demonstrate that once companies start implementing employee ideas, employees feel more motivated to offer new ideas—creating a self-perpetuating cycle.

More...

***Ideas Are Free** also addresses, and provides a solution to, an equally important problem, one that plagues a great many organizations around the world—how to improve a poor corporate culture. By showing how many culture problems arise because management doesn't listen to the ideas of its front-line employees, **Ideas Are Free** illustrates how the quantity and quality of ideas (something that can be measured, tracked, and improved) is directly related to important aspects of corporate culture.*

*"**Ideas Are Free** is a refreshingly insightful book that managers at all levels of an organization should read. It spells out how to take advantage of your most valuable asset—the combined intellectual capital of all of your people."*

—Donald V. Fites, former CEO, Caterpillar, Inc.

*"Until you take time to listen, you will never realize the potential in the ideas your employees have to offer your business. **Ideas Are Free** explains the role every manager plays in unleashing this huge potential."*

-Bruce Hertzke, Chairman, CEO and President of Winnebago Industries.

*"Alan Robinson and Dean Schroeder provide an invaluable blueprint of how to unlock one of the great assets that is frequently untapped in business—employee ideas. **Ideas Are Free** is a must read for every manager."*

—Richard Goldstein, Chairman and CEO of International Flavors and Fragrances, Inc.

*"In the drive to stay competitive, too many managers overlook the greatest source of new ideas—their own front-line employees. Alan Robinson and Dean Schroeder solve this frustration with **Ideas Are Free**, a clear and concise prescription for turning an organization into an idea machine. Filled with real-world stories of how great companies generate, act on and reward new ideas, **Ideas Are Free** will inspire any manager who believes, as I do, that only the innovative thrive!"*

—Jeff Taylor, Founder and CEO, Monster Worldwide (Monster.com)

Alan G. Robinson is an award-winning author, an educator, and a consultant. He teaches at the Isenberg School of Management at the University of Massachusetts. Dr. Robinson has consulted to more than 100 companies and government agencies in eleven countries. He is coauthor of *Corporate Creativity*.

Dean M. Schroeder is currently the Herbert and Agnes Scholes Schulz Professor at the College of Business Administration at Valparaiso University. He is the founder of two companies and, as an outside CEO, led the turnarounds of two others. He served for five years on the Board of Examiners of the Malcolm Baldrige National Quality Award and is on the board of directors of the American Creativity Association.

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