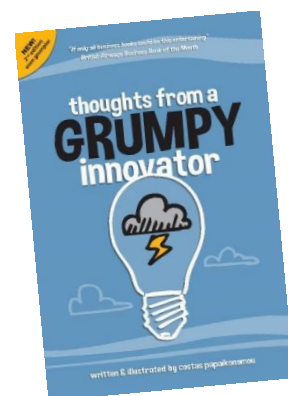


Thoughts from a Grumpy Innovator

In 2012 Costas released his first book exploring the paradoxical, Kafkaesque reality of making innovation happen successfully in large corporations.

The book gained critical acclaim and was quickly picked up as the 'ugly reality' business book on innovation, relying less on fancy models and more on street-smart, heuristic ways of looking at innovation problems to achieve useful outcomes. But more than anything, it has been praised for being outright funny, bringing smiles as much as tears to the faces of professional innovators across the globe.



You are now holding his second book, which digs deeper into how and why businesses fail at succeeding at making new things happen, and what to do about it. An exploration across the whole spectrum of innovation, from incremental through to game-changing, reviewing the 'Murky Mechanics' of what happens out of sight.



ABOUT THE AUTHOR

Costas is one of the founding partners of the Happen Group (www.happen.com), one of the very few creative innovation agencies to grow right through the past global recession.

Happen leads in consulting and smart market research for mass market innovation – boldly simple and rooted in realism.

For 20 years Costas has worked across the globe in all areas of innovation, ranging from strategy to design to commercialisation & manufacturing*.

Following a similar format as the first book, Costas shares hands-on experience across 5 polemic chapters, dotted with aphorisms, witty cartoons & sweet sarcasm.



With Happen Group, Costas has enabled successful innovation for mass markets across cultures and categories on all continents (including the Antarctic). Clients include Kraft, ABF, Sara Lee, AB-InBev, Sanofi, Shell, InterContinental Hotels, Barilla, Heineken, Electrolux, HSBC, Kimberly Clark, Philips, Reckitt Benckiser and many more – helping them create evolutionary and revolutionary breakthroughs that grow revenue through smart execution.

When not at work, Costas spends as much time as he can outdoors in the sun with his wife Patricia and sons Spiro & Dimitris.

www.GrumpyInnovator.com & www.Happen.com

Kudos for the first book

"9/10 ... it also turns out his book is touched with genius ... aphorisms, many of which are as pointed as they are funny.

If only all business books could be this entertaining."

Tim Hulse

Editor @ British Airways, Business Book of the Month

★★★★ - "This book is a *lot* of fun."

BookIdeas.com

"Flippantly Flipping Fabulous. An antidote of sunshine for true innovators and intrapreneurs struggling in the web of corporate ambiguity!"

Arun Prabhu,

Commercial Innovation Director @ Arla Foods

★★★★ - "A collection of thoughts and observations regarding the bizarre and illogical world of commercial innovation"

San Francisco Book Review

"I was grumpy wishing I had written it. It now sits officially on the top of the 'books I will steal from shamelessly' pile."

Dave McCaughan,

Director of Strategic Planning @ McCann

"This book is packed with witty observations that make serious points"

Frank Dillon

Business Editor @ The Irish Times

"...the kind of read where you will find yourself laughing at the wit, or agreeing sadly..."

John P. Muldoon's Innovation Blog

"Funny, witty, insightful and fresh but most importantly...
200% spot on !"

Diamantis Economou

Global Group Marketing Director @ DeLonghi Group