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Sommario/riassunto	<p>From Bryan Mattimore, innovation guru to Fortune 500 companies, comes a book for aspiring entrepreneurs, corporate "intrapreneurs," and anyone else looking to break the mold. Bryan Mattimore is a big idea guy. For the past twenty-five years, he has helped Fortune 500 companies create over 3 billion in new innovations using his unique creative-thinking exercises. In 21 DAYS TO A BIG IDEA: CREATING BREAKTHROUGH BUSINESS CONCEPTS, Mattimore takes readers through a disciplined creative process to create original and practical new business concepts. By investing less than an hour a day for twenty-one days, you will: 1) learn a new toolkit of creative thinking strategies and problem-solving techniques that can be used for solving a wide variety of both personal and professional challenges, and 2) generate more than a dozen new concepts from which to choose the highest potential/winning idea for a new start-up. Entertaining and easy-to-follow, 21 DAYS TO A BIG IDEA is a must-read for all aspiring entrepreneurs, helping you to discover and implement your first--or your next--biggest idea.</p>