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Contact Information:

Carrie Green, Advanced PR

(312)520-5673

AdvancedPR@Gmail.com

Businesses can Innovate like Fortune 500 Leaders

New book provides the 7 Steps utilized by highly innovative companies

Ann Arbor, MI August 29 2006 - Author, professor, speaker, management

consultant, and the 'Dean of Innovation,' Jeff DeGraff, announces that his new book, *Leading Innovation: How to Jump Start Your Organization's Growth Engine* (McGraw-Hill, \$39.95 USD, ISBN 0071470182) will be available September 2006. In this book, co-written with Shawn Quinn, DeGraff shares his seven steps that have spurred growth through innovation at many top corporations including 3M, American Express, Apple Computer, Johnson & Johnson, LG, and Pfizer to name a few.

DeGraff's approach has been particularly successful at launching several 'Imagination Breakthroughs' at GE that were instrumental in the company meeting its aggressive growth targets. "He has provided marketing professionals across GE with a collaborative, measurable process that leverages existing creativity," says Beth Comstock, Corporate Vice President and Chief Marketing Officer, General Electric.

"We have greatly benefited in our return to growth from our work on innovation with Jeff DeGraff," shares Tom Glocer, CEO, Rueters Group PLC. "In *Leading Innovation*, Professor DeGraff captures this process in an engaging and thought-provoking manner. This is not a 'how-to' book to follow verbatim; this is a pragmatic framework to unlock the unique creativity and capacity for growth in each of us."

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DeGraff's book more than discusses theories, it provided real business tested assessment tools and techniques for implementing change, innovation, and growth. It will be a valuable resource for business leaders, middle managers, and educators.

About Jeff DeGraff

The charismatic Jeff DeGraff began his career as a VP at Domino's Pizza, where he was responsible for developing innovative strategies, communication & support technologies, and new business ventures. The title of his business card read the "Dean of Innovation," and he helped spur Domino's meteoric growth during the 1980's from a regional success story to an international franchise phenomenon. DeGraff is a Professor at the University of Michigan's Ross School of Business, teaching MBA and executive education courses; and the Managing Partner of Competing Values Company, a consulting firm that assists in facilitating change, innovation and growth. Working with clients that include many of the Fortune 500, he has created a broad array of widely used tools and methodologies for implementing innovation. DeGraff holds a Ph.D. in Educational Technology from the University of Wisconsin-Madison.

About Shawn Quinn

Shawn Quinn is a Partner with Competing Values Company. He specializes in designing as well as facilitating organizational change processes with particular emphasis on aligning vision, strategy, technology and human systems. Quinn is a National Training Labs (NTL) certified facilitator. He has worked with firms in a variety of segments and locations and holds a Masters degree in Organizational Psychology from Columbia University.

For More Information about DeGraff or Quinn Visit www.competingvalues.com.