

4 March 2010, Thurs
7pm – 8.30pm
Multi-purpose Room
Central Lending Library, B1
National Library

Admission is Free
To register, email info@bookcouncil.sg
with your name and telephone number.

A Talk On:

TURNING GOOD IDEAS INTO GREAT BUSINESS

Fredrik Härén is one of the most talked-about names in the field of creativity. He has delivered over 1,000 speeches, lectures and workshops about business creativity, and idea generation to hundreds of organisations in over 25 countries. He was voted "Speaker of the Year" in 2007 in Sweden, nominated "Entrepreneur of the Year" in 2003 by the Swedish magazine *Shortcut* and has received honorary mentions in the "Innovative Thinker of the Year" award, run by the Swedish Post Office's small business magazine, *You & Co.*

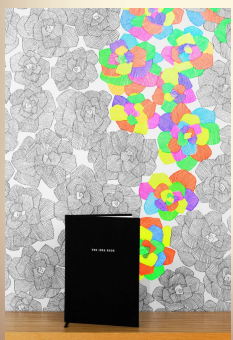
Fredrik is the founder of Interesting.org, and the author and publisher of the international bestseller *The Idea Book*.



Turning Good Ideas into Great Business

Creativity is more than just creating - it is about turning what you create into a successful and sustainable business model. Learn how to use your creativity to turn your ideas into a global success story.

Most writers on creativity do not practice what they preach, as the books they publish tell others to be different in order to succeed yet they do not dare to break the mould. Listen to expert author and speaker Fredrik Härén speak on how he doesn't just write about creativity - but also uses his own creativity techniques. Learn about innovative ways of creating, producing, promoting, marketing and selling an idea from a man who has done it successfully himself.



The Idea Book is a global best selling business creativity book that has sold to more than 40 countries and been translated into nine languages. *The Idea Book* has also been included in the recently published American book "The 100 Best Business Books of All Time: What They Say, Why They Matter, and How They Can Help You", which is a remarkable achievement considering it has only been published for a relatively short period of time.

It has sold more than 150,000 copies in Sweden alone (where a management book is considered a "Best Seller" if it sells 5000 copies), and 1% of the population got the book in less than 30 days after it was launched in Iceland. During this talk, Fredrik Härén will share his experiences in turning a good idea into great business.