

Too many companies think creativity means throwing money into marketing efforts and giving lip service to out of the box thinking. But such efforts rarely have a positive impact on the bottom line. Pat Fallon and Fred Senn argue that leaders have more creativity within their organizations than they realize—but they inadvertently stifle it or channel it in ineffective ways. *Juicing the Orange* outlines a disciplined approach to building creativity actively into the organizational culture and leveraging that creativity into campaigns that deliver measurable results. Drawing from 25 years of successful marketing and acclaimed, award-winning work, the authors show that bankable, creative ideas come from zeroing in on the one key business problem that must be solved and then rigorously unearthing insights that will lead to a spectacular solution. Behind-the-scenes stories of successful and failed campaigns for companies in diverse industries reveal the core secrets of training for creativity: develop a proprietary brand emotion, offer big ideas without a big budget, and get customers to seek out your message. Illustrating the link between creativity and profits, *Juicing the Orange* helps industry players measure their success at the cash register.

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