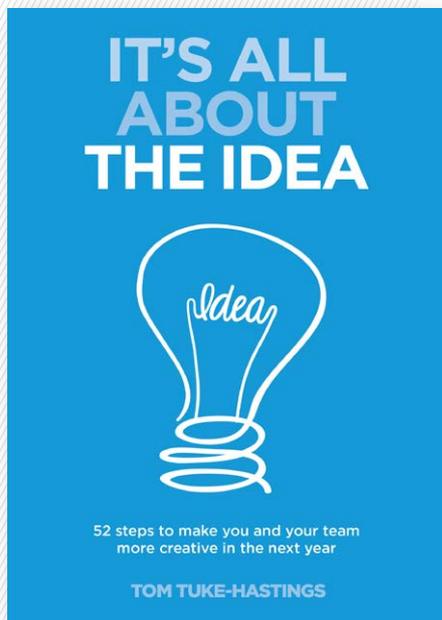


thebook
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It's All About The Idea by Tom Tuke-Hastings is out now, available from Amazon priced £9.99.

For more information go to www.allabouttheidea.co.uk

ABOUT THE AUTHOR

Tom Tuke-Hastings is co-founder and Director of creative marketing consultancy, All About The Idea, who help world-leading brands through creative campaigns and creativity workshops. He is a naturally creative entrepreneur and has built and transformed a variety of companies, from a food .com, a shirt company, a food marketing consultancy, turnaround of a high end manufacturing company and starting a men's luxury gift brand. He attended Harvard Business School's flagship AMP program. *It's All About The Idea* is his fourth published book.



**NEW
BOOK**

This time next year you could be a creative mastermind

IT'S ALL ABOUT THE IDEA WILL TRANSFORM YOUR VIEW OF CREATIVITY IN **52 PRACTICAL STEPS**

Creativity, innovative ideas and new ways of thinking are essential in all areas of even the most established businesses, not only to get ahead, but even to just survive. However, despite the growing "innovate or die" culture, many people still view creativity as just "marketing fluff" and don't know where to start when it comes to generating their own ideas.

In fact, successful creativity is attainable for everyone, and a fun new book, *It's All About The Idea*, now provides a simple, practical tool every week for a year that will enable anyone to unlock and harness the kind of creative thinking that helps achieve objectives faster.

The author, Tom Tuke-Hastings is an expert in creativity. As a Director of leading creative marketing consultancy, **All About The Idea**, Tom and his team help some of the world's most powerful brands like **Coca-Cola, Nokia, Lidl, Diageo** and **TalkTalk** to develop creative solutions for communication problems and run creativity workshops. Tom is also a serial entrepreneur and has created

and transformed various companies, combining creative flare with strategic thinking gained through world-leading business education at Harvard Business School's flagship AMP program.

By breaking down the process into easy one-a-week activities, each with an accompanying downloadable worksheet, *It's All About The Idea* makes the creative process simple and something anyone can aspire to. It helps readers understand exactly what they are trying to achieve, who their audience is, how to create the right conditions for creative thinking, how to develop and build upon concepts and then crucially, how to get others to buy into an idea.

Each idea is presented in a succinct, entertaining and visually engaging way, making *It's All About The Idea* the kind of book you will find yourself reaching for whenever you need a little inspiration. It is already receiving praise from senior executives at companies like **BT, Sainsbury's, Facebook, Coca-Cola** and **First Direct**.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE

As a former TV presenter, Tom Tuke-Hastings is an experienced and highly engaging speaker. He is available for interview, expert comment and by-lined articles on a range of business, innovation and entrepreneurialism topics, including:

10 top tips to transform the way your business thinks about things

Become an Intreprenuer: How to set yourself up as the go-to ideas person in your business

Beanbags don't make you creative: How to develop an environment for creativity

Dustbins, emails and paperless offices: How to remove the enemies of creativity

Creative Accountants: What number-crunchers can learn from the guys in marketing

Work, rest and play: How creative thinking can improve all areas of life

Selling the idea: How to get others to buy into your vision

Copycats: Why the best ideas come from looking at what others are doing

Complacency kills: How familiarity is the enemy of the client-agency relationship

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