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Each topic stands on its own so dip in and out. Reawaken a thought or an idea you've already had. Spark new ones. Discover different ways of thinking about your business, what you do and how you tell your story. Then go make your idea matter. **ADVANCE PRAISE FOR MAKE YOUR IDEA**

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MATTER "Every story you tell is a choice, and the choices you make matter.

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With A Better Story brands and anyone with a great idea, who knows that to stand out in today's noisy world they need to tell a better story. It is full of bite-sized business and brand storytelling ideas originally sparked on Bernadette Jiwa's award-winning business blog TheStoryofTelling.com.

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Magnetism is why I chose it, and I had utterly no idea how I was going to bridge from that line into the subject matter at hand, but that's irrelevant. The key is that it can be done.

*Entrepreneur - Making Your
Advertising Message Stand Out*

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About Ideas Matter. Ideas Matter is a consortium of cross-sector enterprises, small and medium-sized businesses and trade associations that aims to expand awareness and promote the benefits of intellectual property (IP). We firmly believe that ideas are important to the economy, important to

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society, important to companies both
large and small.

*Ideas Matter, for society, business,
and individuals*

Make your idea matter : stand out with
a better story. [Bernadette Jiwa] -- The
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yours to be one of them.

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Ask intelligent and useful questions.
Ask questions that no one else is
asking. It's often not the answers you
provide that make an impression, but

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With a better story your ability to ask insightful questions. Not only will you demonstrate that you can “think outside the box,” but that you can use your creative skills in a way that benefits the entire work team.

*Be Yourself: 6 Ways to Stand Out
From the Crowd*

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"The secret to the success of [various companies] comes down to one thing: the ability to stand in the customer's shoes and see the world from that person's point of view." - Make Your Idea Matter, page 44. Communication is the art of taking the picture that's in

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my mind and getting it into your mind.

Make Your Idea Matter – Actionable Books

Concept to understand/explain: Critical Thinking
State it: Critical thinking is a self-directed process by which we take deliberate steps to think at the highest

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level of quality. Elaborate: In other words, critical thinking is “thinking about thinking” (metacognition) in order to make it better. Example: Critical thinking is an analysis, an evaluation, and improvement.

How to Explain Things Better and

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The path to success is littered with great ideas poorly marketed. Don't let yours be one of them. Make Your Idea Matter is a call to action for entrepreneurs, emerging brands & anyone with a great idea, who knows that to stand out in today's noisy world

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