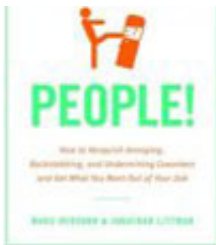




## JONATHAN LITTMAN

Founder, Snowball Narrative and  
Co-author *Ten Faces of Innovation, Art of Innovation*

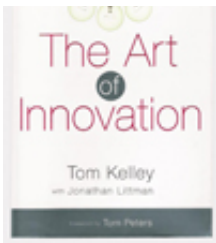
The blizzard of modern communications makes it tricky to know where to place your efforts, and how to create a story with integrity and legs. Social Media may be the rage, but how can you get your message heard with all the noise? Jonathan Littman is a bestselling author who has launched Snowball Narrative, a consulting firm targeting today's critical storytelling opportunity for individuals and companies. The world has hit an inflexion point. The gatekeepers who ruled old media are fading fast. Newspapers, magazines and network TV are losing their grip on the public and traditional advertising is dying. Tweets, blogs, Facebook and YouTube offer fresh avenues to connect with customers, clients and colleagues. Coca Cola and Wells Fargo are among the major corporations that have proven that smartly designed, well-run social media campaigns help build brands. We're witnessing the rise of profitable and versatile new forms of communication that can return benefits ranging from networking to marketing and a subtle form of advertising. But success is not guaranteed. Getting a handle on your social media strategy requires the same deep thinking as when companies first began jumping aboard the World Wide Web and the Internet. Technology is rewarding savvy first adopters, as they wisely make "the message the medium" and crack old barriers.



**I Hate People!: Kick Loose from the Overbearing and Underhanded Jerks at Work and Get What You Want Out of Your Job**  
Face it, whether your company has 10 employees or 10,000, you must grapple with people you can't stand in the office. Luckily Jonathan Littman and Marc Hershon have written **I HATE PEOPLE!**, a smart, counter-intuitive, and irreverent turn on the classic workplace self-help book that will show you how to identify the Ten Least Wanted--the people you hate--while revealing the strategies to neutralize them.



**The Ten Faces of Innovation: IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your Organization**  
Few of today's numerous books on corporate creativity and productivity tackle the biggest challenge for companies, teams and individuals. Where to begin? How do you start building a culture of innovation? Co-author Jonathan Littman shows how to launch innovative efforts one person and team at a time, by recognizing and embracing the positive roles that fuel and forward projects.



**The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm**  
The Art of Innovation passes 130,000 hardback copies in print! Taught at business schools around the nation, this best-selling classic from Littman and IDEO general manager Tom Kelley is filled with colorful examples of real-life prototyping and innovation, everything from the story of the invention of the first Apple Mouse to the "fat" toothbrush for kids and the self-sealing water bottle for mountain bikers. Littman and Kelley demonstrate how entrepreneurs and people who didn't know any better challenged convention and introduced breakthrough products.