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#### Tom Kelley ideo com

Tom Kelley is the best-selling author of Creative Confidence, The Art of Innovation and The Ten Faces of Innovation as well as a partner at the renowned design and innovation consultancy IDEO.

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# The Ten Faces of Innovation

Are you a Cross-Pollinator? Do you work with a Hurdler? Or a Storyteller? These are just a few of the roles that Tom Kelley, author of the bestselling Art of Innovation, suggests that people can play in an organization to foster innovation and new ideas and fend off creativity-stifling naysayers.

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