



PRESS RELEASE

CEC European Managers releases a brochure on Management Innovation

The brochure "10 ideas – A practical tool for innovation management" is now available.

As a European social partner, CEC European Managers engages in proactively interpreting the social and economic changes currently underway and highlights the central role of managers by suggesting 10 ideas to strengthen corporate results through innovation.

The brochure is the result of the conclusions drawn during the CEC European Managers conference held on June 4, 2009 at the European Parliament in Brussels on the topic "The Role of Social Partners to Stimulate Creativity and Innovation". and it is meant to be CEC European Managers' contribution to the elaboration of conceptual tools to cope with the crisis and ensure a stable and viable recovery.

These 10 ideas constitute a vade-mecum for managers, to help them apply innovation measures in their professional everyday activities. In the words of Georges LIAROKAPIS, President of CEC European Managers, "*Innovation and creativity concern mainly processes, that is to say, the way of creating, leading and managing a company or an organisation*".

By focusing on the processes and not solely on machinery or software, the human element becomes central in the definition of strategies aimed to finding new solutions to the crisis.

For further details, please download the brochure on:
<http://www.cec-managers.org/download/BrochureInnovationEN.pdf>