

# Wish We'd Thought of That!

Innovations can be simple or complex, high-tech or low-tech, ideas or things, products or services, and even places. Here's a random sampling that crossed our path.

**The Protectors:** A new generation of cut-resistant paper and cut-resistant manila folders. You'll never get a paper cut again, from International Papers.



**A 3D Cell Phone:** Mova, an imaging phone with color screen from Japanese mobile telecommunications giant NTT DoCoMo, lets users convert two-dimensional pictures and downloaded content into three dimensions.

**Words on the Web:** Visit [www.instantweddingtoasts.com](http://www.instantweddingtoasts.com) and [www.speech-writers.com](http://www.speech-writers.com) to purchase speeches, toasts, pep talks, eulogies, and so forth.

**Music Among the Words:** Barnes & Noble stores have introduced a feature that lets you pick up some headphones and listen to any recording—any at all—before deciding on a purchase.

**Places in the Innovation Business**  
**GoInnovate Academy:** An intensive and fun learning experience designed to build a master level competency in innovation. [www.goinnovate.com](http://www.goinnovate.com)

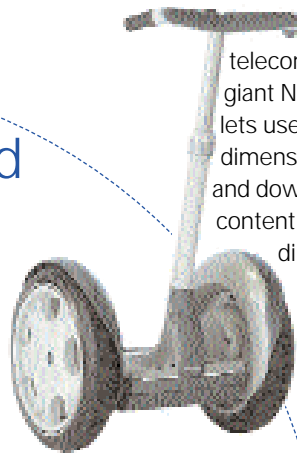
**The Innovation Group Consulting:** On the lookout for innovative solutions, based in Sante Fe, New Mexico. [www.innovationguru.com](http://www.innovationguru.com)

**Books About Innovation**  
*The Tipping Point: How Little Things Can Make a Big Difference*  
By Malcolm Gladwell (First Back Bay Paperback)

*The Innovation Equation: Building Creativity and Risk-Taking Into Your Organization*  
By Jacqueline Byrd and Paul Brown (Jossey-Bass/Pfeiffer)

*The Seeds of Innovation: Cultivating the Synergy That Fosters New Ideas*  
By Elaine Dundon (Amacom)

*24/7 Innovation: A Blueprint for Surviving and Thriving in the Age of Change*  
By Stephen M. Shapiro (McGraw-Hill)



## Most Hyped Innovation

Segway Human Transporter US\$4950  
Available exclusively at Amazon.com in March on a first-come, first-served basis.

## All-Time Wish We'd Thought of That!

Liquid Paper, a.k.a. White-Out. Invented by Bette Nesmith, the mother of Monkees band member Mike Nesmith. Simple, practical, profitable—not to mention that it dramatically altered and made exponentially more efficient a ubiquitous work process.

## Burgeoning Innovation

Someone we know has the idea to build environmentally conscious gyms powered solely by the energy created by the workout machines. Stay tuned.

**Spanx:** Footless pantyhose. That's right. You can wear them with sandals, capris, long skirts—and they pull up as high as you like.

**Spring Coil**  
Athletic shoes with built-in coils for added buoyancy, from the Z-Coil Footwear Company