

Contact:
The Keynote Group
6919 W. Broward Blvd.
Suite 206
Plantation, FL 33317
Phone: (954) 791-7991
www.thekeynotegroup.com
booking@thekeynotegroup.com

FOR IMMEDIATE RELEASE

PRESS RELEASE

Innovation expert Robert F. Brands joins The Keynote Group and prepares for the release of his first book.

FORT LAUDERDALE, FL – February 15, 2010: Do you want to learn best practices to help your company be more innovative? Do you want to inspire employees so they can ignite their creative spark? Innovation speaker and author Robert F. Brands has joined The Keynote Group, and with the upcoming release of his book, *Robert's Rules of Innovation: a 10-Step Program for Corporate Survival*, he'll be hitting the road to share his expertise and educate businesses on how to achieve growth through innovation.

Robert's book, set for release in March by John Wiley & Sons, chronicles decades' worth of collective, invaluable experience and presents 10 practical steps any business must take to achieve profitable growth, through innovation. Much like H.M. Robert's 'order principle', which focused on teaching people to create order from chaos in meetings, Brands' book sets a new standard for "doing" innovation, offering readers a new approach and equipping them with critical tools.

"I want people to get passionate about creativity," says Robert. "And learn how to unleash a team's sustainable innovative abilities to create the next home-run new product."

The Keynote Group, a full-service speaker management company connecting keynote speakers to events, will represent and support Robert with his speaking engagements and appearances. "It's exciting to work with a speaker like Robert," explains Yolanda Harris, Founder and President of The Keynote Group. "His depth of experience is incredible and he has a natural ability to translate that knowledge into engaging and informative presentations."

Whether you manage a multinational company or are an entrepreneurial start-up, a manufacturer, distributor, service provider, supplier, retailer, or a not-for-profit, *Robert's Rules of Innovation* will introduce you to easy-to-implement, immediately useful, world-class guidance for starting, nurturing and profiting from a culture of sustained innovation in the work environment.

FOR IMMEDIATE RELEASE

During his career, Robert was President and CEO of Airspray, a Dutch company that created the technology that transforms liquid soap into instant foam. Under Robert's leadership, the company expanded the technology into other products and then oversaw the sale of the business in 2006 for \$187 million or 15 times earnings before interest and taxes (EBIT). Previous positions also include general management at Rexam Plastics and marketing at The Kohler Co., GTE/Sylvania Lighting and Philips.

Timely, accessible and indispensable, *Robert's Rules of Innovation* is a road map for success through sustainable innovation with a clear message: innovation is the lifeblood of business and the secret to outperforming your competition.

Robert will start promoting his book in March and is set to make an appearance at Books & Books in Coral Gables on April 13, 2010 at 8 p.m. Companies, associations or meeting planners wishing to book Robert to speak at an event should call The Keynote Group at (954) 791-7991.

About Robert F. Brands

A native of The Netherlands, Robert is President and Founder of Brands & Co., LLC and www.innovationcoach.com. His hands-on experience in bringing innovation to market spans decades and includes the creation and improvement of product development processes and company culture. Robert has led worldwide teams responsible for marketing and sales, operations and R&D and is a regular contributor to real and virtual media and social networking platforms. For more information visit www.innovationcoach.com/about or www.robertsrulesofinnovation.com

About The Keynote Group

The Keynote Group Inc. is a full-service speaker management company that supports and cultivates professional speakers and working with meeting planners, associations and corporations nationwide to match speakers to events.

#