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NEW INNOVATION BOOK AVAILABLE FOR FREE

More than 500 free downloads in the first 30 days

Summary: Langdon Morris' new book, Permanent Innovation, is available for free download at www.permanentinnovation.com. Since August 1 when it was first available, more than 500 people downloaded it.

WALNUT CREEK, CA - SEPTEMBER 5, 2006 -- In the month since author Langdon Morris announced that his new book could be downloaded for free, more than 500 people did so. Permanent Innovation: The Definitive Guide to the Principles, Strategies, and Methods of Successful Innovators is Morris's sixth book.

"It's only fitting that a book on innovation should be distributed in an innovative way," Morris commented, "so I decided to make it available to everyone for free. Everyone knows that innovation is one of the most important factors in the success of any organization, and people from dozens of countries all over the world have already downloaded it."

While most innovation books focus on only one topic, Permanent Innovation looks at the entire scope of innovation. It covers the strategies, principles, and methods that have made companies like Toyota, Starbucks, and Wal-Mart so successful. The book is also very practical. It also includes dozens of specific ideas that can help people to make their own organizations more innovative.

Morris is recognized worldwide as an expert in innovation, working with companies in Europe, the Middle East, Asia, and North America. He is a partner of the California-based consulting firm InnovationLabs.

To help those who want to incorporate the ideas they find in Permanent Innovation as part of their own work, Morris opted for a "Creative Commons" copyright, which enables others to use Morris' work as part of their own creative process. "Innovation is about creativity," Morris explains, "and enabling other people to use the book means that we can co-create new ideas to help improve innovation practices around the world."

For those who want to own the hard copy, readers can buy Permanent Innovation at Lulu (www.lulu.com) the world's fastest-growing provider of print-on-demand books.

Readers of the book have already given it high praise. Michael Barry of Stanford University calls it, "an important and comprehensive approach ... a near encyclopedic overview of the field, practical every day tips, and some truly new insights." Divakaran Mangalath, Chief Technology Officer of Wipro calls it simply, "a must read."

To learn more and to download the book, go to:

www.permanentinnovation.com

www.permanentinnovation.com/blog/

For photos and fact sheets: www.permanentinnovation.com/press/

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Permanent Innovation is Morris' sixth book. Among his previous books is 4th Generation R&D: Managing Knowledge, Technology, and Innovation, which is in its tenth printing and is considered a classic in the field of R&D management.

Morris is available for comment

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Permanent Innovation Facts:

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