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Innovator's New Book Unveils Tips and Tricks To Avoid Corporate Antibodies, Organ Rejection, and Death by PowerPoint

Serial intrapreneur and author, Dave Ulmer, takes a provocative look at how large corporations inadvertently and repeatedly kill off true innovation, in his new book, *The Innovator's Extinction*

LOS ANGELES, CA – Not a day goes by that we don't hear of yet another corporate powerhouse losing its footing and sinking into the tar pit of extinction. Blockbuster, Kodak, and Hostess were once the Google, Facebook, and Twitter of their day yet somehow lost their footing and headed into obscurity.

The Innovator's Extinction, which rose to become the #1 download in Amazon's management category this month, relates the challenges facing true innovators in the midst of corporate culture, along with tactical tips and tricks to overcome the white blood cells designed to seek out and destroy business innovation. The lessons described are the result of years of trial-by-fire experience in some of the world's largest firms, by a true corporate intrapreneur, with the scars and successes to prove it. Just as the body is designed, in its very DNA, to ward off foreign bodies and unfamiliar organisms, corporations follow the same genetic traits, killing off creativity and innovation along the way. In the words of Charles Darwin, who in *Origin of Species* declared, "It is not the strongest of the species that survives, nor the most intelligent, but rather the one most adaptable to change."

The Innovator's Extinction on Amazon: <http://amzn.to/XmfY9w>

The author, Dave Ulmer, has been a senior executive and corporate disruptor in the world of innovation through a long career of creating and launching multi-million dollar businesses and products from within large multinational corporations including LG,

Motorola, SingTel, and Roxio. He presently lives with his family in Los Angeles, California, where through his company ChangeYourDNA he advises companies large and small on how to create innovation teams and disruptive breakthrough businesses. Dave can also be heard regularly on KFWB-980 AM's, Business Rockstars radio program and as the host of "An Innovation Minute" where he passionately rants about such topics as Meetings to Plan Meetings, Death by PowerPoint, and Consensus MisManagement.

Dave is an entertaining and engaging public speaker, available for presentations, consultation, and interviews. Book reviewers may request a review copy of the ebook by contacting the author at dave@changeyourdna.com.

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