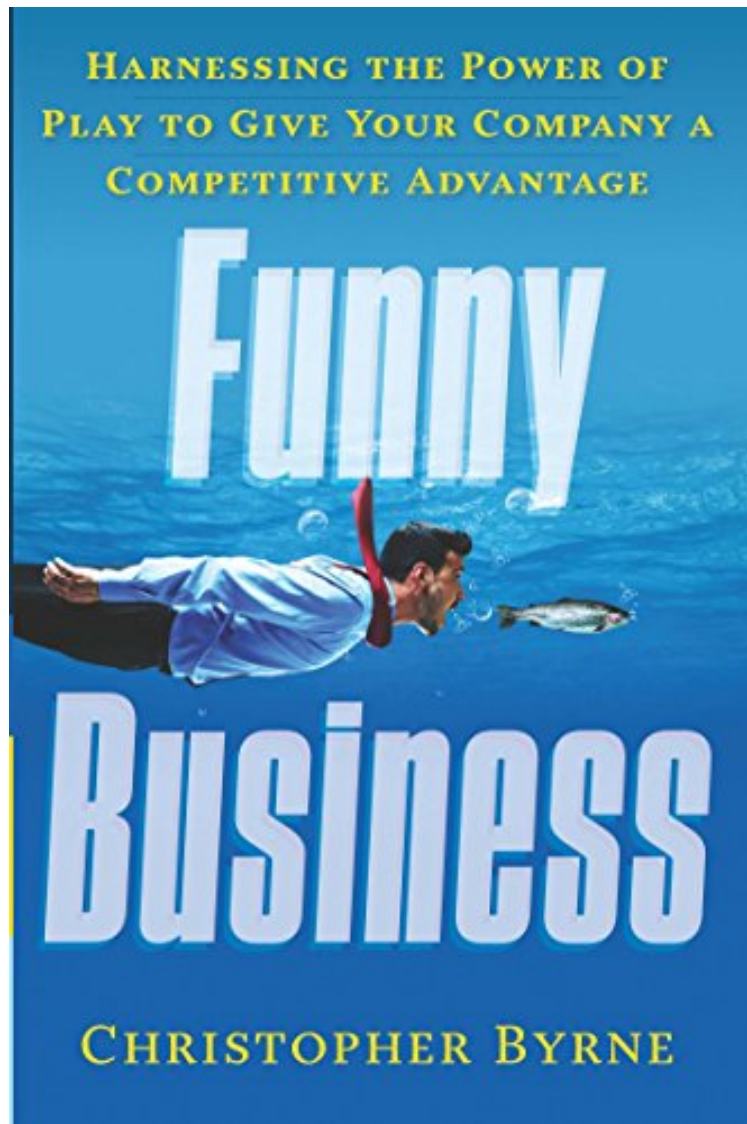


## Funny Business

*Christopher Byrne*

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Play is an essential, necessary, and natural human activityhellip;and it's for adults and companies, too. Play is an immersive process that allows us to ask "What if?" to break free of the strictures that limit creativity and satisfaction. It is not about reverting to childhood, but a way to use the processes that came naturally to us as children but have been trained out of us, labeled as inappropriate, or otherwise diminished.Funny Business will show you how adults and companies can recapture and use this powerful tool to foster innovation, increase their competitive advantage, and create a vibrant and satisfying workplace. It delves into the concepts of play and what makes it so powerful in children's developments; and dispels the myths and beliefs that have made play a dirty word.From distinguishing between play and recreation to covering the practical tools managers and companies can use to create lasting change at all levels of operation, Funny Business will help you discover how your creative powers are one of the greatest assets you have and how they can contribute to your company and career.Okay, let's play!

About the AuthorChristopher Byrne is a 30-year veteran of the toy industry. A researcher, analyst, and consultant, he has worked with a variety of Fortune 100 companies on projects ranging from fostering creativity to marketing and communications. He is currently a partner in aNb Media, LLC, and content director for TTPM (Timetoplaymag.com). In 1988, he formed New York-based Byrne Communications. Byrne appears regularly on TV discussing toys and play and speaks around the United States and internationally on topics related to creativity and integrating play concepts into business.