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# IN: INSIDE INNOVATION

Connect with smart leaders across industries who are looking for new ways to profit from the Creativity Economy.

IN: Inside Innovation provides a toolkit of insights, lessons, and inspiration for managers operating in today's shifting business paradigm. From sparking collaboration among a global team to maintaining the delicate balance between efficiency and imagination, savvy professionals get a playbook for making creative thinking work in any organization.

Align your brand with the critical information business decision makers need to leverage innovation and generate top-line growth.

### FEATURED INNOVATION TOOLS

1. Carbon Emission Quiz for CEOs
2. Semantic Search Software
3. Green Detectors
4. Daily Behavior Maps
5. Cool School
6. Habbo Global Youth Survey
7. Digg Arc
8. Periodic Table of Visualization Methods
9. Innovation Pyramid
10. Custom Corporate Games

### INTEGRATED REPORTS

#### IN: INSIDE INNOVATION

Guide to building—and profiting from—the Creativity Economy

Issue Date:	4/20	6/22	10/5	11/30
On Sale/Go Live:	4/10	6/12	9/25	11/20
Print Ad Close:	3/23	5/22	9/4	11/2
Web Ad Close:	4/7	6/9	9/22	11/17

The image shows a screenshot of the BusinessWeek website's 'Inside Innovation' section. At the top, there is a resolution indicator '728x90'. The BusinessWeek logo is prominent. Below the logo, there are navigation tabs for various categories: HOME, INVESTING, COMPANIES, TECHNOLOGY, INNOVATION, MANAGING, SMALL BIZ, B-SCHOOLS, ASIA, EUROPE, LIFESTYLE, and MAGAZINE. A 'Current Issue' badge is visible. The main content area features a large article titled 'Can X Prizes Spur Innovation?' with a sub-headline 'Contests such as Peter Diamandis' X Prizes offer big purses for breakthrough ideas. But can prize money do more to stimulate innovation than existing incentives?'. Below this, there are sections for 'India's Design Boom' and 'Architect David Rockwell: Broadway to Brand'. A 'FEATURED VIDEO' section highlights 'The Rise and Rise of Indian Design'. At the bottom, there are 'SPONSORED LINKS' for 'Try Currency Trading' and 'Online Human Resources Certification'. To the right of the website screenshot is a magazine cover for 'IN: INSIDE INNOVATION' with the headline 'FIRING UP AMERICA'S IDEA ECONOMY'. The cover features a man in a suit holding a glowing lightbulb.