



## **Competitive Advantage Even More Important in a Recession (How to Use Creativity and Innovation to Become Number One in Your Industry)**

*"Innovation isn't just about creating new products. Innovation can also be used to reduce operating costs and make the processes you already use more efficient."*

LOS ANGELES, CA, March 22, 2012 **/24-7PressRelease/** -- "Business owners are being squeezed from all angles. Rising gas prices, increased regulations and unemployment all affect the bottom line. When no one is hiring, more people begin starting their own businesses or become consultants. Basically, you have more people trying to get less business. And that means there's more competition. But there is one thing you can do to get a head start on your competition, and that's through innovation.

"Innovation isn't just about creating new products", says Julie Austin, whose company Creative Innovation, teaches businesses how to generate and implement new ideas."Innovation can also be used to reduce operating costs and make the processes you already use more efficient."

As more new companies enter the market, you need to come up with unique ways to differentiate yourself. Constant innovation will make the competition irrelevant. And it doesn't have to be expensive. There are plenty of ways to innovate cheaply, and test out your ideas before investing a lot of money in them. Business owners should use creativity and innovation from all sources for maximum effect.

Most companies don't even think about innovating until they're forced to. A downturn in the economy is a big wake up call for those that don't integrate creativity and innovation in their overall plans. But it's easy to create a regular innovation schedule that will put you light years ahead of your competition.

Julie will be speaking on "Creativity for Competitive Advantage" at the ASD International Retail Conference in Las Vegas March 26, 2012 at 1:30.

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Creative Innovation is a woman owned business that conducts seminars called "Creativity & Innovation on Demand", teaching businesses how to generate new ideas to boost their bottom line and rise above their competition. Julie Austin is an inventor, innovation speaker and multiple business owner. Julie is one of few women innovation speakers that has actually innovated. For more info contact us at 310-444-7788 or [julie@creativeinnovationgroup.com](mailto:julie@creativeinnovationgroup.com).

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