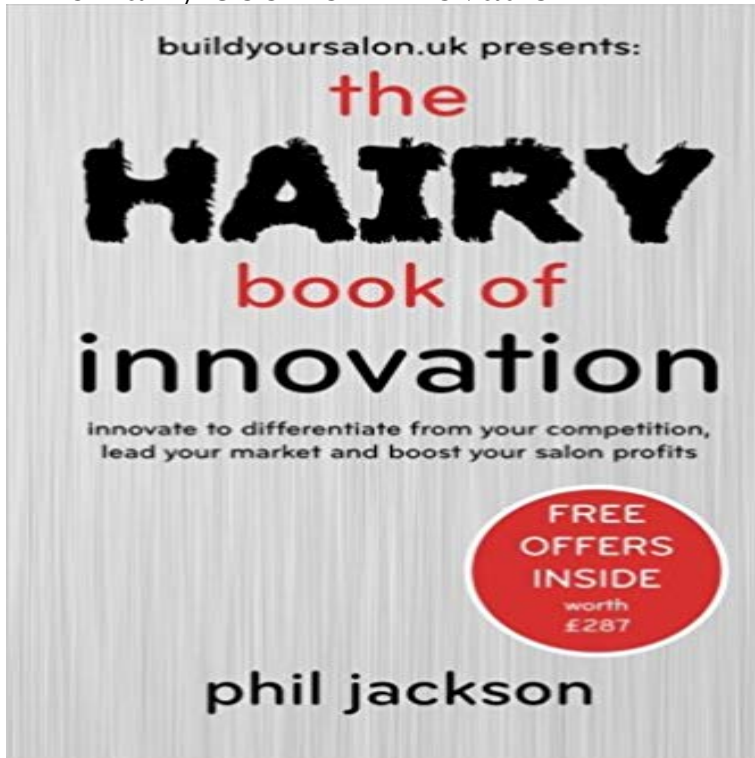


The hairy book of innovation



We are AMAZING at the creative side of our industry - the shapes we create, the colours, the texture, the mood. Incredible, revolutionary things are happening in styling chairs across the globe. So what happens when we start looking at our salon businesses? It seems that all of that energy, that creativity, that explosive talent disappears. With contributions from inside and outside the industry, the Hairy Book of Innovation is for anyone who has ever tried to create something new in their business, or struggled with the process of innovation. Phil Jackson is an award-winning salon owner, entrepreneur, consultant and author with a passion for the salon industry. Drawing on 20 years of salon experience, Phil's writing is informed, direct and imbued with his desire to help salon owners work smarter, sleep more soundly and enjoy the profits they really deserve.

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