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## Leaders & Success

# Words That Spur Action

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To spur a creative culture, use the language of innovation, says pollster Frank Luntz, author of "Words That Work." He and others offer some tips: Picture it. The most obvious word is "innovation." It's also one of the most powerful. It leads to smaller, lighter or faster products and "tourist flights that escape Earth's orbit," Luntz noted. Often it's a call to action. Earlier this decade, GE ...

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