

IMAGES & REFLECTIONS OF PRODUCTIVITY & INNOVATION



MPC

“

... The people and country will benefit tremendously if we can inculcate the culture of creativity, innovation and productivity...

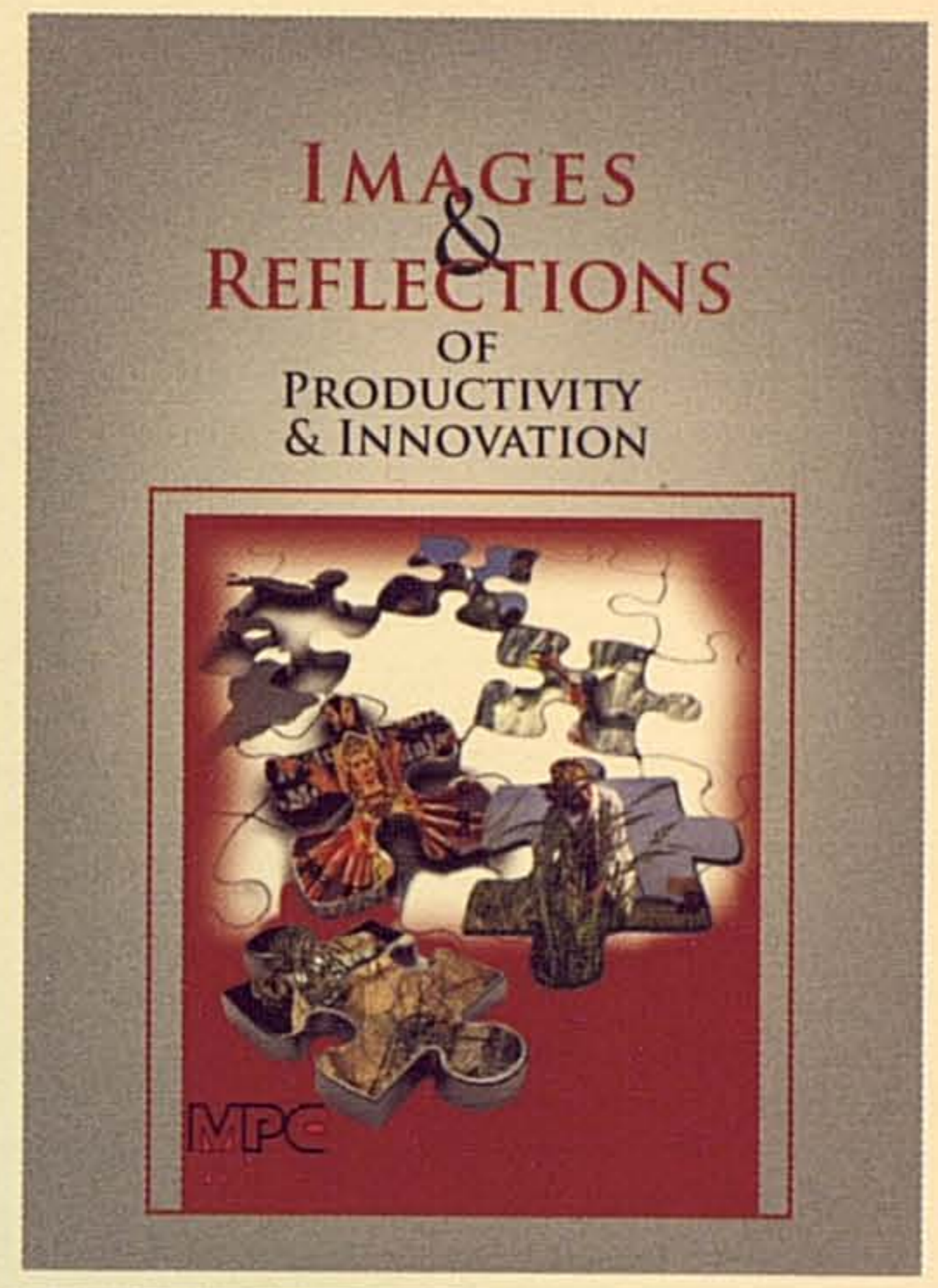
”

“

... if we stress on this, we will be able to raise productivity level not incrementally but by a quantum leap.....

”

*Y.A.B. Dato' Seri Najib Tun Razak,
Prime Minister of Malaysia*



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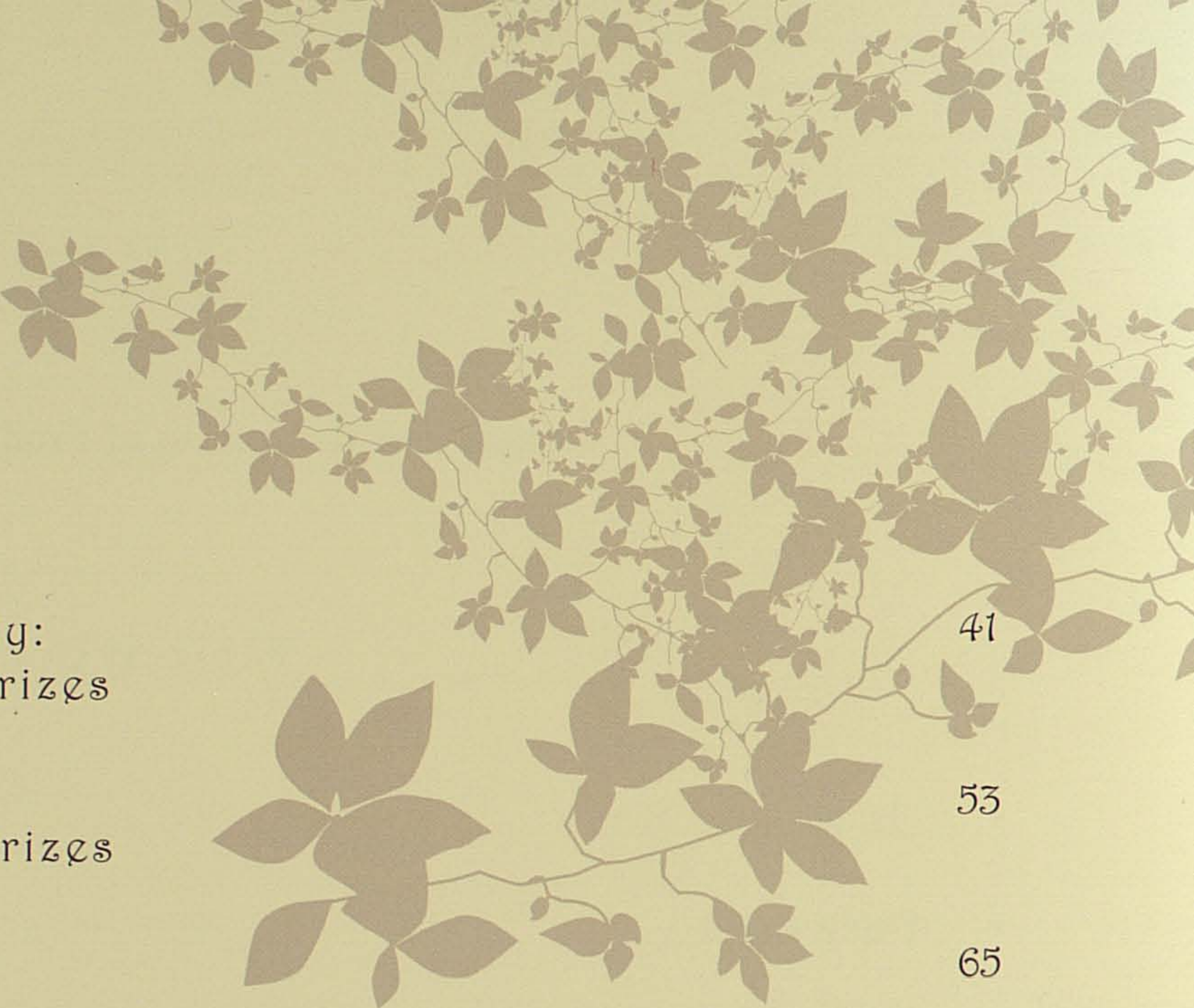




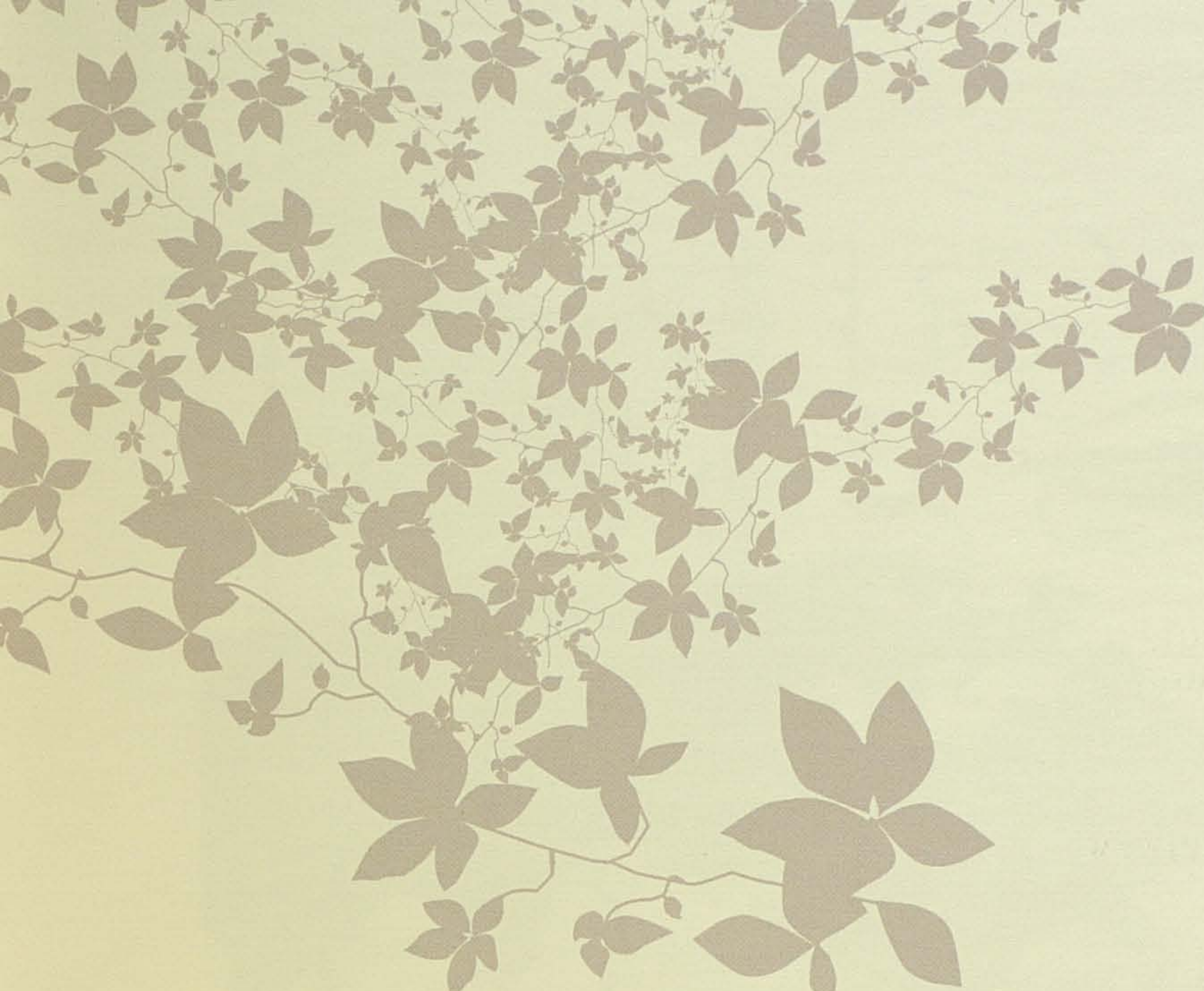
Images and Reflections of Productivity & Innovation

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About the Book



This book is about creatively capturing and relating daily livelihood of the people, events and circumstances to productivity, innovation and competitiveness. *Images and Reflections of Productivity & Innovation* exemplifies the importance of productivity, innovation and sustainability in nation building. It embodies winning works of arts from the Malaysia Productivity Corporation's (MPC) Photography Contests, as visualised by professionals, aspiring photographers as well as photography enthusiasts, from 2006 – 2009. Glimpses of activities from our earlier Photography Contest (1986 – 1999) are also included in this book. These awe-inspiring creations captured on film will provide the motivation for others to showcase their thoughts and perceptions on productivity and innovation.

While captivating the readers with the eye catching creations, the book also aptly depicts the progressive journey MPC had undertaken in a span of over forty years in driving productivity and efficiency for better quality of life. The various themes that had been used such as *Our Environment Our Future; 2009, Productivity for Quality of Life; 2008, Teamwork for Higher Productivity; 2007, and Images of Innovation; 2006* send important messages for readers to emulate. Each page is illustrated by winning photographs and images of productivity, innovation, and competitiveness as these are strategic areas that we seek to focus upon.