



Managing Creativity and Innovation: Your Mentor and Guide to Doing Business Effectively

By Harvard Business School Press

Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, Managing Creativity and Innovation: Your Mentor and Guide to Doing Business Effectively, Harvard Business School Press, Innovation is an undisputed catalyst for company growth, yet many managers across industries fail to create a climate that encourages and rewards innovation. "Managing Creativity and Innovation" explores the manager's role in sparking organizational creativity and offers insight into what managers and leaders must do to increase successful innovation. Contents include: generating new ideas and recognizing opportunities; moving innovation to market; removing mental blocks to creativity; establishing a strategic direction for profitable product development; brainstorming and fostering creative conflict within groups; creating an innovation-friendly culture; plus, readers can access free interactive tools on the Harvard Business Essentials companion web site. Series Adviser: Ralph Katz Dr. Katz is professor of management at Northeastern University's College of Business and in the Management of Technology Group of M.I.T.'s Sloan School of Management. He has carried out extensive management research on technology-based innovation with emphasis in the management of technical professionals and project teams. The reliable source for busy managers, "The Harvard Business Essentials" series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the...

Reviews

Very helpful to all type of individuals. It really is rally interesting through looking at time. Its been designed in an extremely basic way which is just soon after i finished reading this pdf through which basically modified me, change the way i believe.

-- Tyshawn Brekke

The publication is easy in read through preferable to fully grasp. It is writter in simple phrases instead of hard to understand. You will not sense monotony at at any moment of your respective time (that's what catalogs are for concerning if you request me).

-- Kevin Bergstrom Sr.