

Creative Management and Development Published in association with The Open University



BOOK DETAILS

- Author :
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BOOK SYNOPSIS

Creative Management and Development has been updated with newly commissioned and leading edge chapters on intuitive cognition, complexity, emotion, team innovation, development, and well-being. The textbook retains seminal papers on creativity, perception, style, culture, and sustainable development. The contributors to this textbook represent a broad spectrum of perspectives from among the most distinguished names in the field. They give a clear overview of the topics discussed while explaining their practical implications. This textbook is published as a Course Reader for The Open University Course Creativity, Innovation and Change (B822) but will engage and challenge students interested in creative ways of managing, different approaches to developing creativity in organizations and creative leadership.

CREATIVE MANAGEMENT AND DEVELOPMENT PUBLISHED IN

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