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What is creativity and how do you foster it in a company?

By Patrizia Duda

GRIN Verlag Jan 2009, 2009. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Examination Thesis from the year 2007 in the subject Business economics - Business Management, Corporate Governance, grade: 1.3, Victoria University of Wellington, 10 entries in the bibliography, language: English, comment: Diese Arbeit basiert auf einer literature review sowie einer Gruppenkonversation und untersucht die Intersektionen zwischen Management und Kreativitaet. , abstract: Creativity is a term that seems to be both intangible and very complex. It is one of the buzzwords of today's society and there is almost no faculty or perspective left out, which examined creativity and came to the result that it is either already inherent in their area or necessary. While creativity was mostly aligned with arts in the past it is today often associated with innovation in many different domains. To get some more insights, I have talked to many people. Among these 'interviews' was one conversation group consisting of ten very different people such as students, entrepreneurs, managers, consultants and creatives. This conversation was held in the hotel Intercontinental in Wellington, lasted for approximately four hours and will be used as the groundwork for...



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