

Corporate Creativity: Developing an Innovative Organization (Paperback)

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CORPORATE CREATIVITY: DEVELOPING AN INNOVATIVE ORGANIZATION (PAPERBACK)



Allworth Press,U.S., United States, 2009. Paperback. Condition: New. First Edition, First ed.. Language: English . Brand New Book. Corporate Creativity is the ultimate guide for executives and managers looking to increase creativity and innovation in their companies. This anthology of provocative essays, drawn from the pages of Design Management Review and Design Management Journal, explores personal, team, and organizational creativity, and it is packed with insights from the most respected names in the industry: Jeffrey Mauzy, Robert Rassmussen, Leonard Glick, Gerald Nadler, Stefano Marzano, and many others. These experts reveal how leading companies foster a creative culture and maximize talent resources. Essays explore managing creative staff, improving creative abilities of employees, taking risks, designing teams, integrating design and corporate philosophy into the management process, branding, and much more. Corporate Creativity is a must-have for anyone working to maximize creative potential in the workplace. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don t aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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