

<<创造性 Creativity>>

图书基本信息

书名：<<创造性 Creativity>>

13位ISBN编号：9781841123189

10位ISBN编号：1841123188

出版时间：2002-12

出版时间：John Wiley & Sons

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页数：112

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内容概要

Fast track route to fostering and exploiting a creative dynamic in any organisation Covers the key areas of creative team working and brainstorming, leading projects with a creative output, choosing and backing winning ideas and motivating and rewarding staff Examples and lessons from some of the world's most creative businesses, including AOL Time-Warner, BMW, IDEO and Nortel Networks, and ideas from the smartest thinkers, including Edward de Bono, Gary Hamel, Richard Pascale and W. Chan Kim Includes a glossary of key concepts and a comprehensive resources guide

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书籍目录

Introduction to Express Exec 01.Introduction to Creativity 02.What is Creativity? 03.The Evolution of Creativity as a Business Concept 04.The E-Dimension of Creativity 05.The Global Dimension 06.Creativity: The State of the Art 07.Creativity in Practice: Four Case Studies 08.Key Concepts and Thinkers 09.Resources 10.Ten Ways to Foster Creativity Frequently Asked Questions (FAQs) Index

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