



Creativity and Innovation for Managers

Brian Clegg

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Creativity and Innovation for Managers will appeal to any manager responsible for getting more out of a business. Creative thinking, creative problem solving and creative idea generation have become essential business drivers. This book provides an excellent executive briefing for senior management to understand what business creativity is, how it can benefit the company, and how to get the most out of it. It looks at the pitfalls on the road to innovation and the ways to avoid them, pulling together the experiences of key practitioners in the field both in the UK and the US.

By concentrating on the essentials, Creativity and Innovation In Brief is a waffle-free approach to creativity, providing a quick action focused and accessible insight into a complex topic.

It provides;

- a practical approach to business creativity without the hype;
- an agenda for making innovation happen in your business
- a real world view.

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