

# Managing Creativity and Innovation: Your Mentor and Guide to Doing Business Effectively



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## MANAGING CREATIVITY AND INNOVATION: YOUR MENTOR AND GUIDE TO DOING BUSINESS EFFECTIVELY

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Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, Managing Creativity and Innovation: Your Mentor and Guide to Doing Business Effectively, Harvard Business School Press, Innovation is an undisputed catalyst for company growth, yet many managers across industries fail to create a climate that encourages and rewards innovation. "Managing Creativity and Innovation" explores the manager's role in sparking organizational creativity and offers insight into what managers and leaders must do to increase successful innovation. Contents include: generating new ideas and recognizing opportunities; moving innovation to market; removing mental blocks to creativity; establishing a strategic direction for profitable product development; brainstorming and fostering creative conflict within groups; creating an innovation-friendly culture; plus, readers can access free interactive tools on the Harvard Business Essentials companion web site. Series Adviser: Ralph Katz Dr. Katz is professor of management at Northeastern University's College of Business and in the Management of Technology Group of M.I.T.'s Sloan School of Management. He has carried out extensive management research on technology-based innovation with emphasis in the management of technical professionals and project teams. The reliable source for busy managers, "The Harvard Business Essentials" series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Drawing on rich content from Harvard Business School Publishing and other sources, these concise guides are carefully crafted to provide a highly practical resource for readers with all levels of experience. To assure quality and accuracy, each volume is closely reviewed by a specialized content adviser from a world class business school. Whether you are a new manager interested in expanding your skills or an experienced executive looking for a personal resource, these solution-oriented books offer reliable answers at your fingertips.

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