



Managing Creativity in Organizations: Critique and Practices

A. Styhre, M. Sundgren

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Managing Creativity in Organizations addresses the notion of organizational creativity and innovation in general, and explores in some detail how it is achieved. The first part of the book critically reviews the literature on creativity. The second half explores the management of organizational creativity in the pharmaceutical industry. Here issues such as technology, cognition and leadership are introduced as central resources and practices in the management of organizational creativity and innovation. The research is based on management practices in four companies, all of whom have demonstrated a significant ability to exploit their organizational creativity.

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