

Creativity - Michel Syrett

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"Fast track route to fostering and exploiting creativity in any organisation. Covers the key areas of creative team working and brainstorming, from leading projects with a creative output and choosing and backing winning ideas to 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." Words: backing track, michel jean, track backing
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