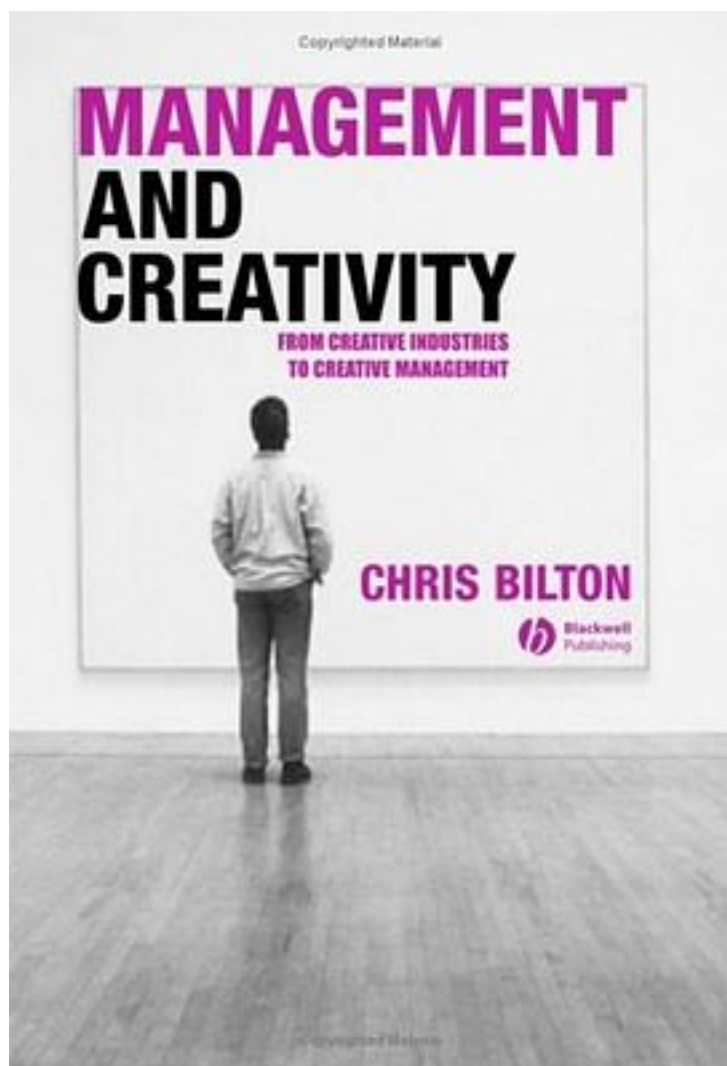


Management and Creativity



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著者:Bilton, Chris

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This book explores the relationship between the management of creativity and creative approaches to management. * Challenges the stereotypical opposition between 'creatives' and 'suits'. * Draws on the work of management theorists such as Mintzberg and Porter and creativity theorists such as Amabile and Boden. * Draws on the practical experience of individuals working in the creative industries. * Looks at the place of creative organisations and creative business management in a new creative economy, based on ideas, images and information.

作者介绍:

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