

Group Genius

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Keith
Sawyer

Author of Explaining Creativity

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出版者:Perseus Books Group

出版时间:2007-6

装帧:HRD

isbn:9780465071920

A pioneering expert on creativity and innovation shows the power of collaboration for individual organizational creativity. Creativity has long been thought to be an individual gift, best pursued alone; schools, organizations, and whole industries are built on this idea. But what if the most common beliefs about how creativity works are wrong? In this authoritative and fascinating new book, Keith Sawyer, a psychologist at Washington University, tears down some of the most popular myths about creativity and erects new principles in their place. He reveals that creativity is always collaborative--even when you're alone. (That "eureka" moment in the bathtub couldn't have come to Archimedes if he hadn't spent so many hours arguing and comparing notes with his fellow mathematicians and philosophers.) Sawyer draws on compelling stories of inventions and innovations: the inventors of the ATM, the mountain bike, and open source operating systems, among others, to demonstrate the freewheeling ways of true innovation. He shares the results of his own acclaimed research on jazz groups, theater ensembles, and conversation analysis, to show us how to be more creative in collaborative group settings, how to change organizational dynamics for the better, and how to tap into our own reserves of creativity.

作者介绍:

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