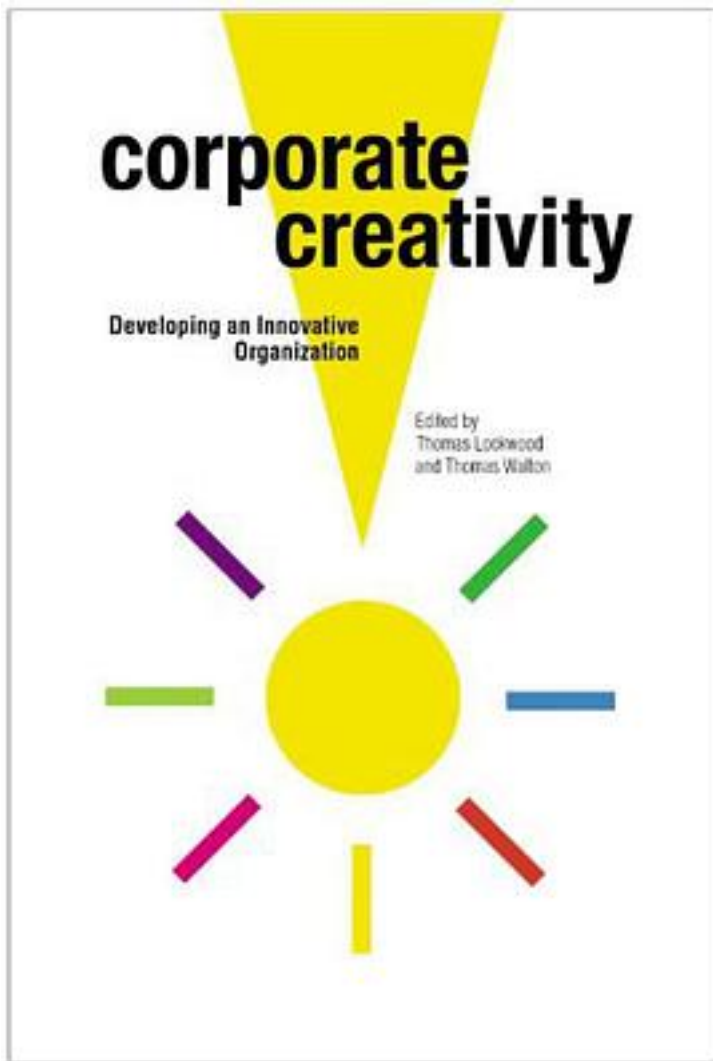


# Corporate Creativity



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Following the success of Building Design Strategy , DMI' s latest book, Corporate Creativity: Developing an Innovative Organization , is the ultimate guide for executives and managers looking to increase creativity and innovation in their companies. This anthology of provocative essays, drawn from the pages of Design Management Review and Design Management Journal , explores personal, team, and organizational creativity.

Packed with insights from the most respected names in the industry, including Jeffrey Mauzy, Robert Rasmussen, Leonard Glick, Gerald Nadler, and Stefano Marzano, this collection includes essays on:

- developing a more innovative organization
- taking risks that will succeed and improve your business
- improving employees' creative abilities to further innovation
- designing teams that will promote efficiency
- integrating design into corporate culture
- crafting management processes to fuel creativity, innovation, and customer delight

Corporate Creativity combines case studies and innovative advice that will both inspire and instruct to create a complete guide for cultivating the creative process. This book is absolutely essential for innovation and business leaders, designers and design managers, and forward-thinking students!

作者介绍:

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