

Thinking Creatively at Work



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Thinking Creatively at Work: A Sourcebook puts forth a dynamic, comprehensive and contextualized understanding of creativity. It captures process and outcome dimensions, integrating multiple viewpoints from cognitive psychology, while strengthening intra-organizational contexts. The book offers a graded, holistic training program that fills a gap felt by management educators and trainers. It encompasses the mandates of the deficit and barrier models of creativity training, addressing techniques, facilitators and inhibitors. The program ensures lasting changes in the individual's cognitive abilities and integrates these with his existing skills.

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