



Corporate Creativity: Developing an Innovative Organization

Thomas Lockwood, Thomas Walton

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Corporate Creativity 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, and it is packed with insights from the most respected names in the industry: Jeffrey Mauzy, Robert Rasmussen, Leonard Glick, Gerald Nadler, Stefano Marzano, and many others. These experts reveal how leading companies foster a creative culture and maximize talent resources. Essays explore managing creative staff, improving creative abilities of employees, taking risks, designing teams, integrating design and corporate philosophy into the management process, branding, and much more. Corporate Creativity is a must-have for anyone working to maximize creative potential in the workplace.

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