

Best Practice Creativity

Peter Cook

Creativity is the 'software' of 21st Century business and commerce. Peter Cook's book is for those people who need to build creativity into their organisations as part of a long-term strategy.

This book provides a unique perspective on leveraging creativity. It ranges from the theoretical and conceptual to the pragmatic and realistic.

Drawing on a variety of case studies, including Dyson, 3M, Glaxo Wellcome, Zeneca, Psion, Hewlett Packard, Johnson and Johnson, Kent County Council and National and Provincial, Cook:

1. Describes methods of promoting creativity in organisations.
2. Summarises established concepts and practices on the subject.
3. Links leadership to creative strategy.
4. Examines the role of structure and culture in supporting creativity, innovation and change.
5. Examines the reality of learning organisations.
6. Sets out principles for 'thinking outside the box'.
7. Presents a critical guide to creative thinking techniques.
8. Provokes innovative thinking in a way that will work in your organisation.

The book concludes with 101 ideas for increasing organisational creativity, which acts as a springboard for your own innovative thinking.

Creativity is the new 'Rock 'n' Roll' in business – You'll like it

288 pages

Hardback

0 566 08027 3

£52.50



**Voted in the Top Ten Innovation best sellers
by the Chartered Institute of Marketing**

What you say about this book

It is a wonderfully comprehensive treatment on an important subject and you have set it out very well.

Professor Charles Handy

Readership

- Senior managers in private and public sectors.
- Specialist functions e.g. Marketing, Sales, Research and Development.
- Business academics.

What you say about this book

I have read your book cover to cover. It is only the third management book I have ever done that to. The other two are 'Witchdoctors' (Wooldridge) and 'Circle of Innovation' (Tom Peters).

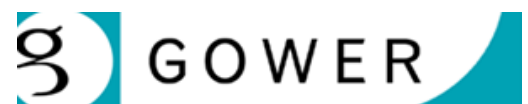
Ian Thornton, Micrologic UK

The Independent Newspaper

I enjoyed this practical guide to creativity. I also enjoyed the author's sense of humour, use of rock 'n' roll metaphors and the concept of mixing the disciplines of business, art and music to enhance creativity.

This book is a stylish, valuable guide to creativity and a useful reference tool for anyone working inside organisations and trying to make new things happen.

Sean D'Arcy, Shell Petroleum



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Part one – Creativity in Principle

The nature of creativity, Creativity and the organization

Part two Creativity in Practice

Personal creativity, The creative organization,
Organizational creativity in the private sector,
Organizational creativity in the public sector

Part three - Designing the Creative Organization

Culture, leadership style and values, Structures and systems, Skills and resources, Learning and change

Part four - Resources

A creativity toolkit, Creative learning and change,
101 ideas for increasing organizational creativity

References, Recommended Reading, Index

What you say about this book

This book is unusual and refreshing, because it incorporates three aspects not normally present in a book of this type.

First, the author is British. Second, the book contains practical steps and questions that help to build understanding. Third, the examples used are mainly taken from the UK economy and they include examples taken from public sector institutions as well as the more usual suspects.

**Graham Beastall, Director,
Soutron Ltd**

This is a companion, guide, expert, tutor and even, dare I say, a portable consultant in creativity. Best Practice Creativity provides not only a menu of innovation ideas but also an intelligent person's guide on how to implement those ideas. A splendid piece, Mr Cook, more broth please!

**Stephen Fox, Director, Laufen
A.G.**

Order Form

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