



# Creativity and Strategic Innovation Management

By Malcolm Goodman

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## Creativity and Strategic Innovation Management By Malcolm Goodman

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Understanding the causes of these changes is essential if organizations are to fashion suitable management responses. In a highly competitive and globalized scenario, business creativity provides the spark that fosters the development and implementation of innovation and organizational change.

Increased understanding of the concepts of business creativity and strategic innovation management provides valuable insights into how organizations can change to meet new challenges. The book aims to:

- explain the nature of the acceleration in discontinuous change that is affecting the Western business environment
- emphasise the importance of taking a strategic approach to management responses to encourage creative and innovative skills
- indicate how a detailed strategic plan can be developed to support organizations intent on profitable survival in the twenty-first century.

This textbook will be the perfect accompaniment to postgraduate courses on innovation management and creativity management. The wide-ranging approach means that the book will also be useful supplementary reading on a range of courses from management of technology to strategic management.

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