

Harvard Business Review on Breakthrough Thinking



Proven strategies for fostering and managing creativity do exist--the Harvard Business Review has published some of the best thinking on how to organize for innovation. This collection highlights leading ideas for incorporating the power of creativity into your strategic outlook. The Harvard Business Review Paperback Series is designed to bring today's managers and professionals the fundamental information they need to stay competitive in a fast-moving world. Here are the landmark ideas that have established the Harvard Business Review as required reading for ambitious businesspeople in organizations around the globe. Articles include: How to Kill Creativity by Teresa Amabile; Spark Innovation Through Empathic Design by Dorothy Leonard and Jeffrey F. Rayport; Putting Your Company's Whole Brain to Work by Dorothy Leonard and Susan Straus; A Film Director's Approach to Managing Creativity by Eileen D. Morley and Andrew Silver; What's Stifling the Creativity at CoolBurst? by Suzy Wetlaufer; The Discipline of Innovation by Peter F. Drucker; Interpretive Management: What General Managers Can Learn from Design by Richard K. Lester, Michael J. Piore, and Kamal M. Malek; and Value Innovation: The Strategic Logic of High Growth by W. Chan Kim and Rene A. Mauborgne.

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