

Creativity for Innovation Management

Ina Goller and John Bessant



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Creativity for Innovation Management

Creativity for Innovation Management is a rigorous yet applied guide which illustrates what creativity is, why it matters, and how it can be developed at both individual and group levels. Unlike many technique-oriented studies, this book will combine theory and practice, drawing on the latest research in psychology, organizational behaviour, innovation and entrepreneurship.

This exciting new text outlines the necessary skills and competences for innovative and creative processes. It provides opportunities to explore these and also to develop via a wide variety of activities linked to relevant tools and techniques, as well as a range of case studies. By working through key competence areas at a personal and then team level, students have an opportunity to practice and enhance these skills. This will be complemented by online resources which will provide students with access to key tools and techniques plus activities to help develop their creativity.

This textbook is ideal for students of innovation, management and entrepreneurship, as well as professionals in those industries that want to excel by developing and applying their own creativity at work.

Ina Goller worked for more than twenty years as a consultant for change, teamwork and leadership development. In recent years she also works as a senior researcher at the ETH Zürich. She focuses on competence and skill development for creativity and innovation.

John Bessant holds the Chair in Innovation and Entrepreneurship at the University of Exeter. His publications include *Managing Innovation* (5th edition) and *Innovation and Entrepreneurship* (3rd edition).

This is not just another discussion of creativity and innovation; it is a call to action to think in concrete ways about how we can harness creativity to create value in everything we do. It reinforces that creativity is not the domain of just a “talented few” but is a way of thinking and behaving that is open to us all. It provides practical frameworks for applying creativity to our everyday life and challenges the myths about what it means to be creative. The text is easy to read whilst still underpinned by solid research from a range of fields. There is an impressive range of examples – both historical and contemporary – that will appeal to a wide range of readers. I commend it as “must read” for those interested in harnessing creativity to create a different future for themselves, their organizations and society at large.

Karen Becker,

Associate Professor, QUT, Australia

This book is written by two of the most accomplished experts in the field and is the one stop shop for students of creativity for innovation. It is built on rigorous and up to date research which is presented in an engaging and easy to read fashion. However, the real genius of this book lies not in its theoretical explanation of creativity, but in the comprehensive translation of that theory to a guide for its application in practice. It is an outstanding “what is” and “how to do” creativity for innovation.

Robert Galavan, *Professor and Chair of Strategic Management, Edward M. Kennedy Institute for Conflict Intervention, Maynooth University, Ireland*

If you ask people whether they are creative, they will tell you “No!”. If you ask them whether they would like to be more creative, they will tell you “of course”. In times where creativity and innovation is needed more than ever, here is the book for you. Ina Goller and John Bessant take the reader on an enlightening and stimulating learning journey to develop creativity for innovation individually, on a team-level and on an organizational level.

Katharina Hölzle, *Professor for Innovation Management and Entrepreneurship, University of Potsdam, Germany*

What a truly inspiring book! – *Creativity for Innovation Management* is not only a perfect reference, but provides what is needed to understand, train and develop. As the authors say: “. . . visit the ‘creativity gym’ and try out some exercises for yourself!”.

Kathrin M. Moeslein, *Professor and Vice President for Research, Friedrich-Alexander University of Erlangen-Nuremberg, Germany*

To Christoph, my partner in and for all my dreams
and

To Lara Jasmine, a constant reminder of the joy of creativity

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Section I
