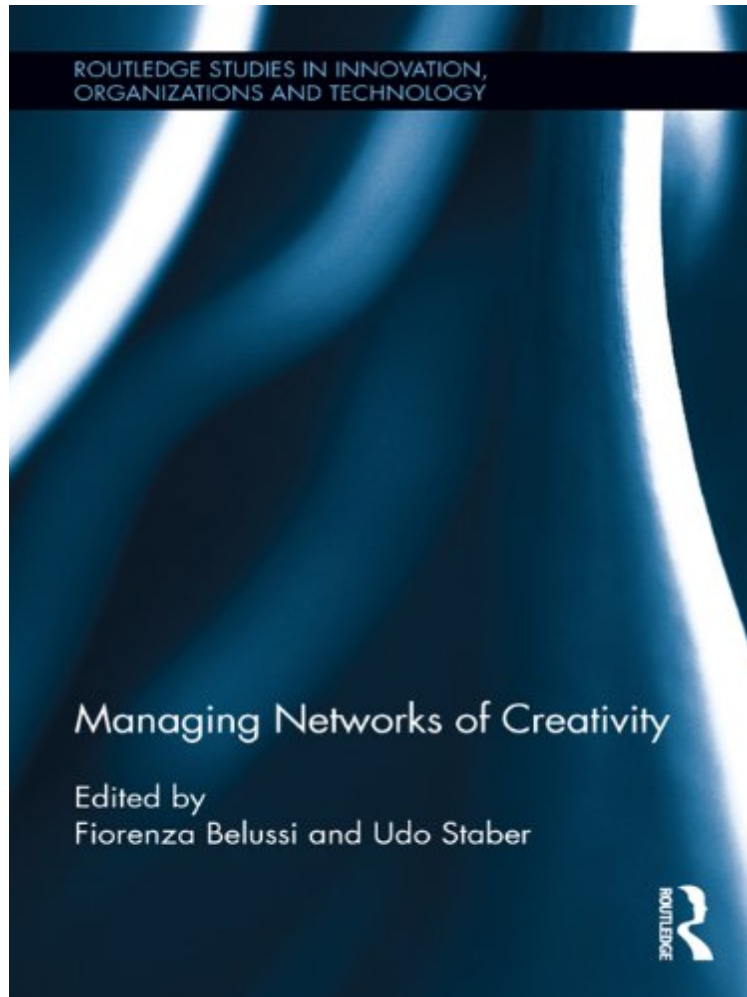


Managing Networks of Creativity (Routledge Studies in Innovation, Organizations and Technology)

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From Routledge : Managing Networks of Creativity (Routledge Studies in Innovation, Organizations and Technology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Networks of Creativity (Routledge Studies in Innovation, Organizations and Technology):

The aim of the Managing Networks of Creativity is to improve our understanding of creativity and the management of creativity, as discussed in the fields of management (including strategic management, organization science, organizational behaviour, and entrepreneurship), economics, sociology, regional studies, and political science. While research on creativity has made several important contributions to the theoretical literature, little attention has been

paid to the development and testing of formal theoretical models, especially in those cases where creativity is the result not so much of individual behaviour than the outcome of collective efforts, connecting individuals in organizations, social networks, projects, geographic clusters, and so forth. The proposed volume includes studies, both conceptual and empirical, which, as a whole, "deconstruct" the concept of creativity and the management of creativity by identifying specific situations, contexts, firms, clusters, and districts in which creative processes evolve. The reader is provided with in-depth discussions of theoretical issues and a range of descriptive cases and survey data that the authors use to explore or test concepts and models. Overall, the volume aims to integrate current debates concerning the role of creativity (and innovation) in economic and social development.

"This is an original book which brings together, in a distinctive evolutionary perspective, a collection of sound investigations on the complex linkages and connections underlying innovative and creative processes. The variety of industries, types of networks and localities analyzed in the book offers a rather unique ensemble of fresh evidence on contemporary processes of economic, social and institutional change." ndash; Simona Iammarino, University of Sussex
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