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Thinking Creatively at Work: A Sourcebook

By Premilla D'Cruz

Response Books, New Delhi, India, 2008. Paperback. Book Condition: New. First Edition. Thinking Creatively at Work: A Sourcebook moves away from linear and static notions of creativity to put forth a dynamic, comprehensive and contextualized understanding of the subject. It captures process and outcome dimensions, integrating multiple viewpoints from cognitive psychology, while strengthening intra-organizational contexts. The book offers a graded, holistic training program that fills a gap felt by management educators and trainers. It encompasses the mandates of the deficit and barrier models of creativity training, addressing techniques, facilitators and inhibitors. The program ensures lasting changes in the individual's cognitive abilities and integrates these with his existing skills. The book will serve as a useful guide for the faculty of business schools, HR managers, trainers and Organization Development practitioners to develop and operationalize effective creativity programs for organizations keen to maintain a competitive edge. Printed Pages: 224.



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