

Corporate Creativity: Developing an Innovative Organization

Thomas Lockwood, Thomas Walton

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Thomas Lockwood, Thomas Walton : Corporate Creativity: Developing an Innovative Organization before purchasing it in order to gauge whether or not it would be worth my time, and all praised Corporate Creativity: Developing an Innovative Organization:

Corporate Creativity is an excellent guide for managers and executives; anyone looking to increase creativity and

innovation in their companies. This anthology of provocative essays, many drawn from the best of the *Design Management Review* and *Design Management Journal*, explores creativity at the personal, team, and organizational levels, and it is packed with insights from the most respected names in the industry: Thomas Lockwood, Jeffrey Mauzy, Robert Rasmussen, Leonard Glick, Gerald Nadler, Stefano Marzano and many others. These experts reveal how leading companies foster a creative culture and maximize talent resources. Essays explore managing innovation, design thinking, improving creative abilities of employees, taking risks, designing creative teams, integrating design and creative methods into the management process, branding, and much more. *Corporate Creativity* is a must-have for anyone working to maximize creative potential in the workplace.

Praise for *Corporate Creativity*: "An insightful book that addresses a critical need of every business today: leveraging creativity. This is an outstanding collection of thinking about not only the importance of right-brain thinking, but how to develop, nurture, and manage models for sustained innovation." —Daniel H. Pink, author of *A Whole New Mind* "Dipping into DM's rich archives of material from business and design thought leaders, Lockwood and Walton share insights and advice on creativity in organizations. Each of the nineteen individual pieces describes an essential ingredient in the mix, and together they create the recipe for a culture of innovation." —Tom Kelley, General Manager, IDEO, and author of *The Ten Faces of Innovation* and *The Art of Innovation* "Although design is still about a magic spark of creativity (Create), it can no longer be a one-man show" (Collaborate), and it must be embedded into the corporate culture as a way to foster sustainable innovation of products and processes (Innovate). This book is a comprehensive collection of complementary perspectives on these topics. Brilliant. Definitely a must read!" —Mauro Porcini, Head of Global Product Design, CO, 3M Company

About the Author Thomas Lockwood is the co-author and editor of four books: *Design Thinking* (2010), *The Handbook of Design Management* (2011), *Corporate Creativity* (2008) and *Building Design Strategy* (2007). He is one of the few people in the world with a Ph.D. in Design Management, and is recognized as a thought leader at integrating design and innovation practice into business and building great design and UX organizations.