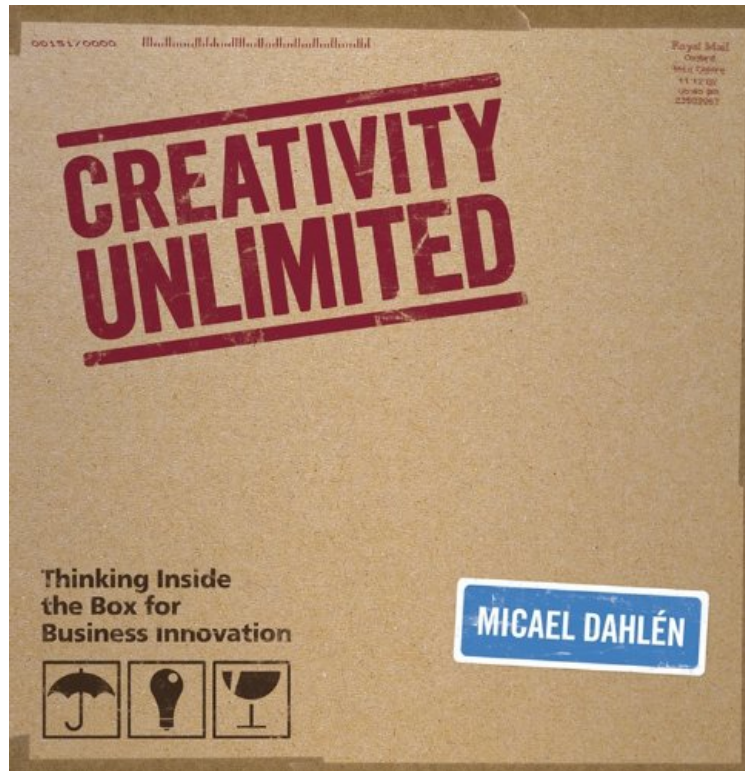


Creativity Unlimited: Thinking Inside the Box for Business Innovation

Micael Dahlen

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Micael Dahlen : Creativity Unlimited: Thinking Inside the Box for Business Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creativity Unlimited: Thinking Inside the Box for Business Innovation:

Flying in the face of current thinking, this book suggests that we do not need to think outside the box; in our quest for creativity, rather we should rethink the way we look inside the box. This idea will resonate only too well with those who have endeavoured to be creative by thinking outside that box, only to have their attempts scuppered by the constraints of bureaucracy and organizational politics. Instead of fighting a losing battle, the author suggests that creativity should be worked at within the constraints of the organizational box, but that space needs to be grown and allowed to be shaken up. Only by experimenting, mutating and finding new directions can you uncover business paths that lead to success. The reader is encouraged not to free themselves from all their knowledge and experiences (the thinking outside the box method) but to use their knowledge and experience in new ways. The book is structured around three key steps: Expanding the box: so that the pieces of the puzzle in it can move around more freely Filling the box: with even more knowledge, and how to get these new pieces of the puzzle to connect with the existing ones Shaking the box: so that the pieces fall into new places and form new

patterns. The book shows that anybody can be creative. The creative methods suggested in the book will be linked to real business examples from which techniques have been developed to help their implementation. Numerous exercises and 'eye-openers' form part of the practical implementation of Micael Dahle's ideas. The book is framed by models and concepts of how creativity works (the creative process, the creative person and the creative result) and what its effects are.

"It's welcome relief to come across a book on innovation that isn't full of whacky images and exclamation marks." (Management Today, November 2008) "...rewarding...should inspire new innovators and help those already engaged in the process to pick a path through the obstacles." (Independent, November 4th 2008) From the Inside Flap Creativity Unlimited provides exercises and tools that enable you to train your way to creativity and success by using the skills, knowledge, and products you have and thinking inside the box. Creativity Unlimited is organized into five different parts: Why creativity Think inside the box Expand the box Fill the box Shake the box The first two parts provide proof of and arguments for the significant effects of creativity, and why and how you can use creativity in your daily routines. The remaining three parts provide you with the means to get on your way. From the Back Cover Creativity is not about taking chances, it is about ascertaining success. In Creativity Unlimited, you will learn that creativity is not about being crazy, and that creative breakthroughs are not exceptions to the rule. The rule is that creativity leads to success. Based on research and documentation of thousands of companies, Micael Dahle shows how and why creativity is fundamental to success. Creativity Unlimited is not so much about how other companies and people have been creative, as it is about how you yourself and your company can be creative. All winners train hard, and it is up to you to train your way to creativity. Remember that Einstein had a surprisingly small brain; Micael Dahle has skillfully crafted a masterpiece that should be carefully read and digested by all new and seasoned executives alike. Through interweaving current knowledge about product innovation, branding, psychology and evolutionary biology, this book will challenge your thinking about creativity and the product innovation process and if implemented as intended, will no doubt enhance the impact of your product development efforts. Highly recommended." James H. Leigh, Texas AM University "Micael Dahle shows with his book Creativity Unlimited not only what creativity is about but also relates creativity to our daily work as managers in both being creative and building up creativity in our own organisation. I personally found Micael's book very valuable for my own work. It gives me a lot of practical hints how to develop my and my team's creative power." Dr Jens Effenberger, Volkswagen Light Commercial Vehicles, Hanover, Germany, Director International Sales