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‘Chris Bilton’s and Stephen Cummings’ Handbook of Management and Creativity collects some of the very best research on creativity and why and how it matters to companies and their management. It is an important addition to our understanding of the management of creativity and talented and creative people.’

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‘In many organisations creativity is so often seen as the preserve of a small number of people with “artistic temperaments” but in my experience all sorts of people have creative abilities which can be used to the benefit of a “creative” organisation. The task of a manager is to find ways of exploiting this. This Handbook provides the reader with insights to help them and others to promote the kind of creativity that adds real value.’

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