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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.’

– Richard Florida, University of Toronto, Canada, New York University, USA and author, Rise of the Creative Class

‘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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‘In using the concept of “bisociation”, contributors highlight ambiguities, paradoxes and contradictions in the management of creativity. Such an approach demonstrates the complexity of creative processes and the challenges in harnessing creative energies. The wide range of industries and organizations in different geographical regions presented offer insights in a global perspective. It is amazing that this Handbook can address the comprehensive range of issues in a coherent manner.’

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