

# Acknowledgments

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Toni Morrison, the American novelist, says that if there is a book you want to read and it has not been written yet, then you have to write it. Well, that is the case with this book. The topic of creativity has been a fashionable one in recent years. However, few people have thus far tackled the subject that this book covers: organizational creativity.

When I first started this project it took a great deal of patience and effort to gain access to the companies I needed to study to enable me to explore different aspects of creativity in organizations. I would therefore like to express my gratitude to the firms whose help has been critical to the success of the project: Cirque du Soleil, elBulli, FC Barcelona, El Deseo, SCPF, Fresh Forces, Tetra Pak, Spil Games, Ranelagh Primary School, Voelstapine, and Camper.

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