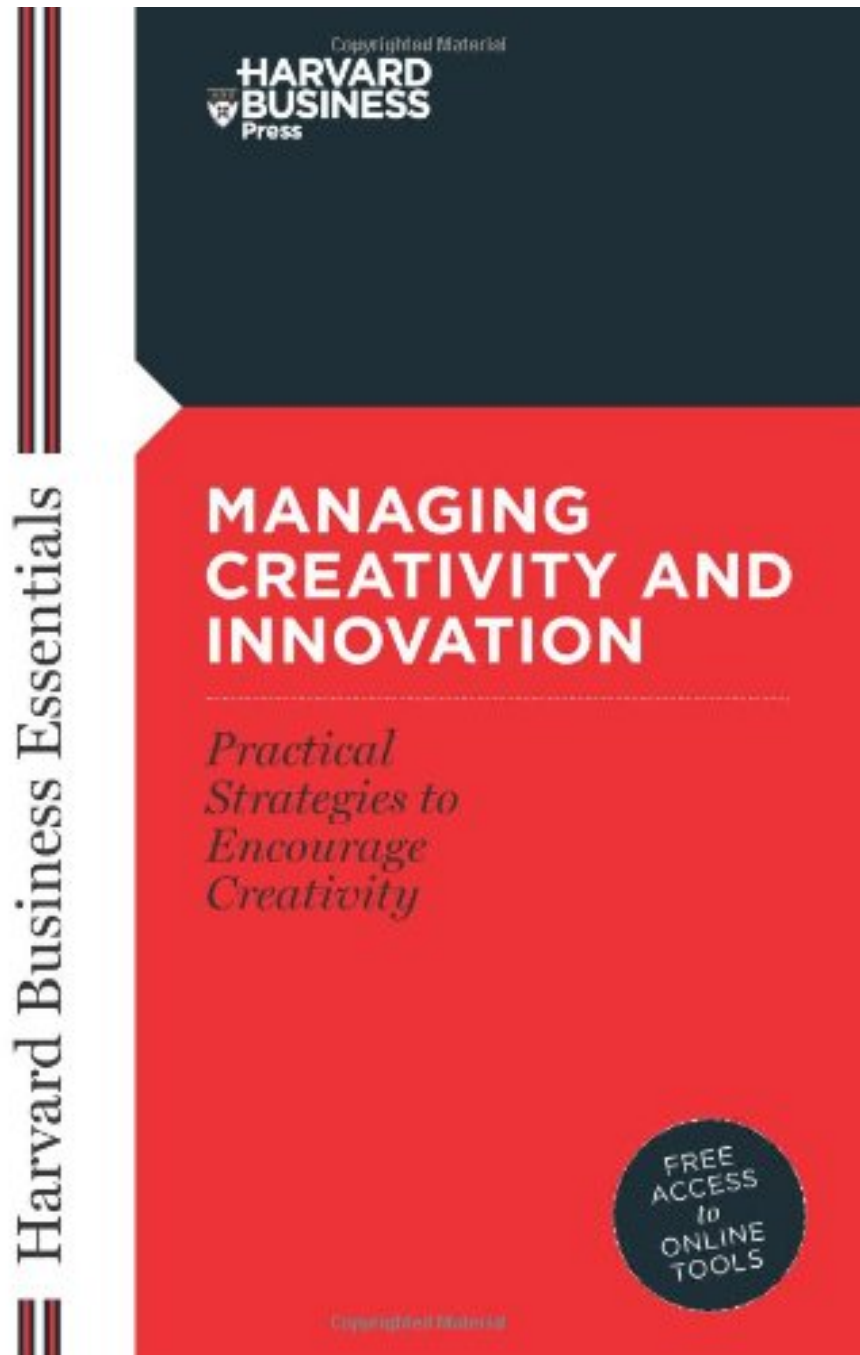


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MANAGING CREATIVITY AND INNOVATION (HARVARD BUSINESS ESSENTIALS) FROM HARVARD BUSINESS REVIEW PRESS PDF

Packed with practical information designed for business readers and managers at all levels, this essential volume offers insights on managing creativity in groups, developing creative conflict, and using technology to help foster innovation.

- Sales Rank: #73936 in Books
- Published on: 2003-07-01
- Original language: English
- Number of items: 1
- Dimensions: 9.27" h x .54" w x 6.15" l, .62 pounds
- Binding: Paperback
- 192 pages

Most helpful customer reviews

1 of 1 people found the following review helpful.

Good book for beginners

By Brian Glassman

Review of HBR

I am trying to present my review in a different format this time (bullet points); hopefully it makes the review easier to read.

Overall impressions

- * Nice book for beginners because it gives an overview of several topics
- * Lacks the details need to manage idea generation or creativity
- * Because it was published in 2003 it is lacking the most up-to-date knowledge
- * There are inconsistencies with experts knowledge

Target Audience

- * Aimed at amateurs first learning this subject
- * Especially students doing their MBA
- * Will be highly redundant for experts in this subject, or knowledgeable product development managers

Format

- * Easy to read, and can be completed in a week or two

Content

- * At a high level covers idea generation
- * Covers some methods of managing and enhancing creativity
- * Tends to leave out the details, I.E. you cannot use it as a direct guide, interpretation and filling in the

blanks is needed

- * Does not cover idea management (capturing, storing, & diffusing ideas)

Possible fit

- * If you are learning product development for the first time
- * If you are a student in a MBA program learning product development
- * Professors who wish to supplement product development their case studies with a simple book

Do not buy this if

- * You are a product development consultant
- * A expert in product development, it is too simplistic to be of any uses
- * You will be very upset

Dr. Brian Glassman

[...]

Ph.D in Innovation Management from Purdue University

0 of 0 people found the following review helpful.

Five Stars

By Amazon Customer

A very easy to read, well laid out, roadmap on managing innovation. Great for a reference guide.

1 of 2 people found the following review helpful.

Great entry book for the novice, good tool for the pro

By JimD

Our company is a series of smaller succesful companies bought by a multibillion dollar equity firm.

Originally the firm did not concern itself with day-to-day operations, as long as each individual firm produce and meet profit margins. But each company belonged to the same niche industry.

Today, the smaller companies are working together, and forming R&D departments. Using this book as a means of understanding; I have managed to turn these unique entities into a cohesive team. We have book reading assignments to augment our understanding, and I require this book as one of the baseline required readings. It deals simply and straightforward with innovation. It talks specifically about incremental change and radical change that is possible, and the risks and rewards for each.

It details analytical tools to evaluate each opportunity and determine which make sense to go foward with. It gives the neophyte the proper skill set to deal with managers who are interested in Return on Investment and Time Value of Money. I have a PhD in Thermodynamics, 2 masters degrees (Chemistry and Mathmatics)but I had a hard time talking Money with bean counters and really; a multi-billion dollar equity firm is all about the bean counters. I can talk to the bean counters now, and so can my team -we can see and work within the trends and anayltical tools that these guys use. This has given us focus on those items that we can get funded. All in all a great primer.

See all 9 customer reviews...

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