



## Creating an Innovative Culture

By Dennis Sherwood

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Creating an Innovative Culture, Dennis Sherwood, This is a fast track route to making innovation happen. It covers the key ingredients of cultures that actively stimulate and encourage innovation and creativity, from idea generation and evaluation to the five key motivators and the five key enablers that ensure that great ideas come to fruition. It features examples and lessons from some of the world's most creative businesses, including Goldman Sachs and 3M, and ideas from the smartest thinkers, including Arthur Koestler, James Christiansen and Edward de Bono. It includes a glossary of key concepts and a comprehensive resources guide.



## Reviews

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-- Meagan Roob

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