



## Innovation and Creativity Pillars of the Future Global Economy

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Leuven, Belgium

This book brings together different insights into the importance of innovation and creativity to build competitiveness in the European industry and society from different angles.

'...this book enables (the reader) to 'take-away' a host of relevant ideas regarding the management of creativity and innovation. This makes the book worth reading for academics, policy makers and managers.'

– R&D Management



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