



## Capitalizing on Creativity at Work

### Fostering the Implementation of Creative Ideas in Organizations

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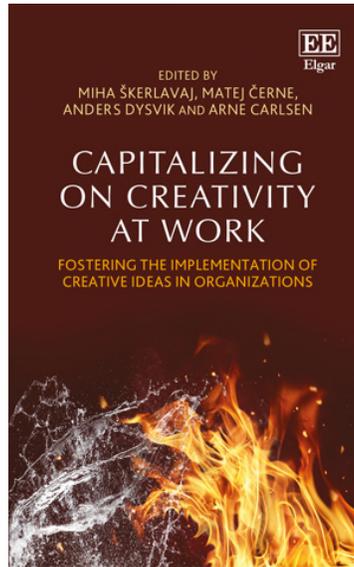
How does one implement highly creative ideas in the workplace? Though creativity fuels modern businesses and organizations, imaginative ideas are less likely to be implemented than moderate ones. The crux of this issue is explored as contributors present and analyze remedies for capitalizing on highly creative ideas.

'In their book, *Capitalizing on Creativity at Work*, Miha Škerlavaj, Matej Cerne, Anders Dysvik and Arne Carlsen have produced an exhaustive and engaging text that will be essential reading for all researchers interested and fascinated by creativity as a core and essential process at all levels of organising, from the individual to organisational levels and beyond. Taking us on a journey through approaches to creativity at work, they provide us with a process perspective and an integrated framework that is both novel and useful. This is an important contribution to the field and one that will have an enduring impact not only to research and theory, but also on practice and especially, innovation policy.'

– Tyrone Pitsis, Leeds University Business School, UK

'Capitalizing on creativity requires a nuanced understanding of the people, the processes, and the ideas that drive innovation. This book provides a multi-dimensional view of what we know about creativity at work that allows the reader to not only delve deeply into a single aspect but allows readers to examine this topic from different perspectives and levels. The individual chapters provide state-of-the-art insights, but the framework of this text produces a resource which is truly greater than a sum of its parts. A timely integration of contemporary thinking about how to capitalize on creativity at work.'

– Jim Berry, UCL School of Management, UK



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