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Altri autori (Persone)	Burger-HelmchenThierry Valls PasolaJaume WagnerMarcus <1973->
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Nota di contenuto	1. How and when does open innovation affect creativity? / Eric Schenk, Claude Guittard and Julien Penin -- 2. Managing co-creationg within global creative processes : a framework / Thierry Rayna and Ludmila Striukova -- 3. Cultural intelligence and the management of creativity : a proposed framework / Marc Rocas and Evelyn Garcia -- 4. Creative capabilities and the regenerative power of creative capabilitiesand the regenerative power of creative industries : local and global ingredients / Chahira Mehrouachi.[et al.] -- 5. Outlining spaces for the emergence and fertilization of creativity : the case of audiovisual festivals in Barcelona / Juan Vidaechea and Montserrat Pareja-Eastaway -- 6. Creativity and entrepreneurship : culture, subculture and new venture creation / Erik E. Lehmann and Nikolaus Seitz -- 7. Creativity management : causation, effectuation and will / Jean-Alain Heraud and Emmanuel Muller -- 8. Management of creativity in a large-scale research facility / Arman Avadikyan and Mortiz Muller -- 9. Ambidexterity as a means of managing creativity globally : an analysis

of the biotechnology industry / Marcus Wagner and Wilfried Zidorn.

Sommario/riassunto

This book is about the global management of creativity and related international innovation management processes, and examines how especially multinational companies, organizations and institutions can foster the transformation of an original idea to its successful execution and international diffusion. The Global Management of Creativity gives a clear framework for analysing creativeness and cultural aspects in organizations in an international context, and to pinpoint important key elements that should be tracked. Comprising of expert contributions and written by a wide array of leading scholars in economics, international business, management of innovation and creativity, this edited book is an insightful resource.
