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Nota di contenuto	1. Space and Tools -- Chapter 2: People and Knowledge -- Chapter 3: Communication -- Chapter 4: Showing Off -- Chapter 5: Conclusion.
Sommario/riassunto	Innovation can only occur in the right environment. While organizations can attempt to hire for innovation, there is little that can blossom in a restrictive and discouraging physical setting—even if the space holds the most creative and vibrant thinkers. In Creating a Culture of Innovation, deconstruct the history of patterns of failure in business cultures and environments, and learn how to create an optimal combination of factors to ensure future success. Author Alexandra Deschamps-Sonsino expertly breaks down the ruts that organizations often find themselves in when attempting to create an innovative environment out of thin air. Every chapter offers practical, relatable examples of success and failure in each aspect of a work setting, from office layouts, to management styles, to communication technologies, to available leisure time, and so much more. Deschamps-Sonsino easily deciphers the most effective ways that companies can achieve constant innovation. Creating a Culture of Innovation cuts to the core of the matter. Many businesses presuppose that they may hire an outside

consultant who will wave a magic wand and suddenly transform their company into one that is ripe for innovation. The process in fact requires dozens of factors and departments to perform deep self-analysis and change. Creating a truly innovative setting is reached only with research, thorough shifts in ways of working, and flexibility to dive into the unknown. Will you take the leap?
