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	Nota di bibliografia	Includes bibliographical references.
	Nota di contenuto	Title page; Table of Contents; What Is Practical Creativity?; Why Is Practical Creativity Important?; Making Creativity Practical; Stating the Problem; Understanding Approaches to Problem Solving; Seeking the Right Creative Path; Choosing the Right Creative Path; Generating Ideas; Evaluating Ideas; Making a Place for Creativity at Work; Suggested Readings; Background; Key Point Summary; Lead Contributors
	Sommario/riassunto	Creative solutions can be challenged and defended in the pursuit of profitability. But first, creativity must be demystified. A process that targets innovation provides leaders with just such a problem-solving approach. The goal is to produce high-quality ideas that are appropriate to the task-which means groups and organizations can implement them with less risk.Work with the targeted innovation process consists of activities in five areas: stating the problem in a way