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Autore	Folk Linda Suzanne
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Nota di contenuto	Chapter 1 – Introduction -- Chapter 2 – The fallacy of creative teams -- Chapter 3 – Re-evaluating the blockers and boosters of team creativity -- Chapter 4 – Avoiding Innovation Theatre -- Chapter 5 – Strategies for Improvement -- Chapter 6 – Conclusion.
Sommario/riassunto	This book explores elements of team dynamics and interactions that block or enable effective ideation. The author investigates interpersonal dynamics, inhibitors of collaboration and boosters of ideation efficiency that govern the ability of a team to generate new and valuable ideas. Where it is widely accepted that teams are a necessity in the creative process, this book highlights the inconsistency in terms of quality and reliability of creative output when looking at teams. Why do some teams struggle, and others succeed in innovating? This book offers a

valuable resource for those interested in the qualities and interventions that can impact the ideation potential of a team. Linda Folk is a team and culture expert for one of the largest players in the film and TV industry. She received her PhD from the Centre for Cultural and Media Policy Studies at the University of Warwick, UK, in 2020. Before becoming a creativity researcher, she spent several years working in the creative industries in advertising, public relations, and communications, which continues to inform her research.
