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Sommario/riassunto

In many modern economies, creativity, the essential prerequisite for innovation, tends to be assumed or neglected while the catchphrase "innovation" dominates the field of business as the key to national performance and competitiveness. Creativity and Innovation in Business and Beyond illustrates the ways in which creativity spurs innovation and innovation enables creativity - not only in the realms of business and management, where the innovation is regularly acknowledged and discussed, but throughout the social sciences. With contributions from experts in fields as far-flung as
