Creativity, Inc: Building an Inventive Organization

By Jeff Mauzy, Richard A. Harriman

Harvard Business Review Press. Hardback. Book Condition: new. BRAND NEW, Creativity, Inc: Building an Inventive Organization, Jeff Mauzy, Richard A. Harriman, To survive and prosper in the long term, people in companies need to create and innovate. And they need to do so as regularly and reliably as they breathe. We begin our discussion of the need for creativity with a look at a successful company that recognized and met a serious new challenge by installing effective creative practices. In the late 1980s, Steelcase Inc., one of the largest U.S. manufacturers of office furniture, like its competitors was investing heavily in research and development in the hot area of its business, modular furniture units. "We had all evolved to the same perspective," says Mark Greiner, senior vice president of R&D at Steelcase. "There was an accepted framework in the industry, defined by three points on a triangle: high design, low cost, and customer relationship." Furniture companies had been differentiating themselves along the points of that triangle for some time. Steelcase was proudest of its customer relationships and placed most of its emphasis on maintaining that edge. "But in fact," Greiner says, "all the manufacturers, by watching each other, had gravitated over...

Reviews

The publication is not difficult in go through better to comprehend. I could comprehended everything using this created e publication. Its been designed in an exceptionally easy way in fact it is merely soon after i finished reading through this ebook by which basically transformed me, modify the way i really believe.
-- Taylor Gleason

This publication is definitely not effortless to get going on reading but very fun to learn. It really is written in simple terms rather than difficult to understand. Its been printed in an extremely simple way and it is merely right after i finished reading through this pdf by which basically changed me, alter the way in my opinion.
-- Scotty Paucek
Related Kindle Books

The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 3: Such a Fuss (Hardback)
Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English. Brand New Book. Read With Biff, Chip and Kipper is the UK’s best-selling home reading series. It is based on Oxford Reading Tree which...

Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 3: The Backpack (Hardback)
Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 174 x 142 mm. Language: English. Brand New Book. Read With Biff, Chip and Kipper is the UK’s best-selling home reading series. It is based on Oxford Reading Tree which...

Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 3: The Sing Song (Hardback)
Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 176 x 150 mm. Language: English. Brand New Book. Read With Biff, Chip and Kipper is the UK’s best-selling home reading series. It is based on Oxford Reading Tree which...

Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 5: Egg Fried Rice (Hardback)
Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English. Brand New Book. Read With Biff, Chip and Kipper is the UK’s best-selling home reading series. It is based on Oxford Reading Tree which...

Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 4: Wet Feet (Hardback)
Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English. Brand New Book. Read With Biff, Chip and Kipper is the UK’s best-selling home reading series. It is based on Oxford Reading Tree which...