

Managing Change Creativity Innovation Patrick Dawson

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INTRODUCTION 3 1 INTRODUCTION LEARNING OUTCOMES After reading this chapter you will be able to: Explain why change, creativity and innovation are essential for survival and growth. Provide a working definition of change, creativity and innovation that enables you to differentiate between these three terms. Recognize how processes of change, creativity and innovation overlap and interconnect.

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A fresh approach to managing organizational change by looking at it as complex, dynamic and messy as opposed to a series of neat, linear stages and processes leading to success.

 Key to the approach is the idea that change, creativity and innovation all overlap and interconnect rather than being three separate areas of study and that managing the three together is central to ...

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