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By Jane Henry

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The book provides students with the principles and practices entailed in the new form of management associated with creative and innovative organizations. It introduces the creative approaches in management, revealing the role and impact of cognition, intuition and perception. Jane Henry differentiates between a variety of personal styles and shows their implications for creativity, problem solving, communication, decision making and role preference.

The text includes student activities, illustrative cartoons, boxed examples and recommended readings. It can be used alongside **the Readers Creative Management 2nd edition** (Henry) and **Managing Innovation and Change 2nd edition** (Henry and Mayle).

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Editorial Review

About the Author

Jane Henry is a senior lecturer and applied psychologist at the Open University. She is the editor of the Creative Management and Managing Innovation and Change Readers, also published by SAGE and now in their second edition.

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