



Creative Problem Solving for Managers: Developing Skills for Decision Making and Innovation

Tony Proctor

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Stimulating and developing the creative potential of all members of an organization (not just those in the more traditionally creative functions such as design or research and development) is widely seen as contributing to performance and results. This textbook introduces ideas, skills and models to help students understanding how creative thinking can aid problem-solving.

The latest edition of this well-regarded book brings the story up to date whilst retaining popular features such as case studies and case histories together with extensive diagrams, examples and thought-provoking questions. New to this edition are sections on thinking styles and types, creativity and its role in innovation, implementation, and software aids to creativity.

This rounded textbook will continue to be an ideal resource for a range of courses and modules across the business school curriculum including problem-solving, strategic management, creativity and innovation management.



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