

## Creativity and Innovation in Business and Beyond: Social Science Perspectives and Policy Implications (Routledge Studies in Innovation, Organization and Technology)



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 policy, history, economics, economic geography, sociology, law, psychology, social psychology and education, in addition to business and management, this volume explores the manifold avenues for creativity and innovation at many levels including nation, region, city, institution, organisation, and team across a multitude of sectors and settings.

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