



# Capitalizing on Creativity at Work: Fostering the Implementation of Creative Ideas in Organizations

*Miha Skerlavaj, Anders Dysvik, Arne Carlsen, Matej Cerne*

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*'In their book, Capitalizing on Creativity at Work, Miha Skerlavaj, Matej Cerne, Anders Dysvik and Arne Carlsen have produced an exhaustive and engaging text that will be essential reading for all researchers interested and fascinated by creativity as a core and essential process at all levels of organising, from the individual to organisational levels and beyond. Taking us on a journey through approaches to creativity at work, they provide us with a process perspective and an integrated framework that is both novel and useful. This is an important contribution to the field and one that will have an enduring impact not only to research and theory, but also on practice and especially, innovation policy.'*

- Tyrone Pitsis, Leeds University Business School, UK

*'Capitalizing on creativity requires a nuanced understanding of the people, the processes, and the ideas that drive innovation. This book provides a multi-dimensional view of what we know about creativity at work that allows the reader to not only delve deeply into a single aspect but allows readers to examine this topic from different perspectives and levels. The individual chapters provide state-of-the-art insights, but the framework of this text produces a resource which is truly greater than a sum of its parts. A timely integration of contemporary thinking about how to capitalize on creativity at work.'*

- Jim Berry, UCL School of Management, UK

How does one implement highly creative ideas in the workplace? Though creativity fuels modern businesses and organizations, capitalizing on creativity is still a relatively uncharted territory. The crux of this issue is explored as contributors present and analyze remedies for capitalizing on highly creative ideas.

Editors Miha Skerlavaj, Matej Cerne, Anders Dysvik and Arne Carlsen have gathered a large network of contributors across four continents to craft this relevant, evidence-based and holistic text. Multiple levels, methods, approaches and perspectives are all considered while focusing on a single research question. Chapters feature a combination of research-based materials, stories and short cases to show what can be done to implement highly creative ideas in the workplace.

This extremely relevant subject will be of interest to a large number of organizations worldwide that are looking to tap into the potential of highly creative and possibly useful ideas to build their competitive advantage. Specifically, management consultants in Human Resource Management, innovation, creativity, coaching, and/or leadership will find this book useful. It can also be used in Innovation Management MSc and MBA courses, executive education courses, as well as for PhD researchers and innovation management scholars.

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