



Team Creativity At Work I and II: Creative Problem Solving At Its Best

By Edward Glassman Ph.D.

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These two amazing books will carry your team into harvesting creativity and creative problem solving at work. Learn to capture creative thinking and solving problems creatively at work. Team excellence and success depend on it. Everyone needs to achieve high quality solutions to problems at work. Success depend on it. Yet relatively few people know the new creative thinking procedures that lead to the highest-level solutions. These procedures focus people on the real issues within a problem and on its quality solution, instead of on the preconceived ideas and notions with which we all limit ourselves. In this book, you will learn three types of procedures to help solve problems creatively. This includes: - procedures to shift paradigms and produce unexpected new ideas - procedures to change the climate so new ideas flourish - procedures to stop pigeonholing people, including yourself, and stifling creative thinking. Here's what else you will find. You will learn how to conduct problem-solving targeted creative thinking meetings. You will learn special creative thinking procedures for Special Creative Teams. You will discover procedures to manage and motivate people to help creative thinking at work. You will experience some fun and games that illuminate your habits that spoil creative thinking, and the procedures to avoid them. You will find procedures to help the submission of new ideas and proposals. And, if you are a leader, you will learn procedures to adjust your leadership style to help creative thinking at work. WELL WORTH OWNING

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Bibliography

- Rank: #5071106 in Books
- Published on: 2010-04-03
- Original language: English
- Dimensions: 10.00" h x .74" w x 8.00" l,
- Binding: Paperback
- 294 pages

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Editorial Review

About the Author

EDWARD GLASSMAN, Ph.D. (now retired) was the President of The Creativity College, a division of Leadership Consulting Services, Inc. A former Professor (1960 to 1989) at the University of North Carolina in Chapel Hill, where he founded and headed the Program For Team Effectiveness And Creativity. A former Guggenheim Foundation Fellow at Stanford University (1968-1969) and a Visiting Fellow at The Center For Creative Leadership in Greensboro, North Carolina (1986), his biography appears in "Who's Who In America" and "Who's Who in the World." Professor Glassman wrote many dozens of excellent columns on "Business Creativity" and "Creativity at Work," that he collected into this book. He also wrote articles on creative thinking and on team excellence for Supervisory Management; R and D Management; Intreprenurial Excellence; The Female Executive; Laboratory Management; Management Solutions; and The President. He authored the following books on creativity at work: * "For Presidents Only: Unlocking The Creative Potential Of Your Management Team." (1990) The Presidents Association of The American Management Association. * "The Creativity Factor: Unlocking the Potential of Your Team," (1991) Pfeiffer and Company. * "Creativity Handbook: A Practical Guide to Paradigm Shifts and Creative Thinking at Work," (1996), a 250 page workbook used in his workshops and creativity meetings. "Team Creativity At Work-I. You Do Want To Be More Successful Than Your Creativity." (2010) In press. "Team Creativity at Work-II: Brainstorming Isn't Enough Anymore." (2010) In press. Professor Glassman led scores of problem-solving creative thinking meetings and workshops for large and small organizations, including DuPont; Amoco Chemical; IBM; Texaco; Ciba-Geigy; Hoechst-Celanese; Milliken; Federal-Mogul; Calreco/Carnation; A.T. and T. Bell Laboratories; Standard Products; Eastman Chemical; Thetford; Lucas Engineering (UK); and numerous others. These successful creative thinking events and workshops, newspaper columns, articles, and books provide the solid foundation and experience needed to write this book.

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