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processes of an  
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by Louise Brace  
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every successful  
organization. Yet until  
recently, the  
responsibility of  
innovating new ideas  
and products was left  
to the R&D and  
Creative Teams.  
Managing creativity  
was something of an  
enigma. How do you  
manage something so



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chaos exists and can  
work well in some  
environments.

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creativity and  
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as the key attribute for  
companies to  
proactively respond to  
the next-generation  
business challenges. It  
is the synthesis of the

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principles, concepts,  
and approaches of  
creativity and  
management. In other  
words, creativity allows  
venturing into newer  
grounds as well as  
exploring possibilities.

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And, finally,  
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Creativity actually  
proves its own thesis:  
that the best thinking  
occurs when the worlds  
of "creativity" and  
"business" intersect."  
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Collaborative  
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