

Creativity In Business: The Basic Guide For Generating And Selecting Ideas By Igor Byttebier;Ramon Vullings

By Igor Byttebier;Ramon Vullings

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The basic guide for generating and selecting ideas. Creativity in Business is the basic guide for idea generation and Igor Byttebier and Ramon Vullings Format:

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The EII theory relies mainly on five basic principles, namely 1) Amabile argued that to enhance creativity in business, three components were needed:

What is creativity in business? Can creativity be learned? What is the difference between creativity and innovation? Definitions.

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