



# COLLABORATIVE CREATIVITY - SC-OP

*Jack Ricchiuto*

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## **COLLABORATIVE CREATIVITY - SC-OP** Jack Ricchiuto A GOOD PRIMER FOR PARTNERS IN INNOVATION

Since its publication in 1997, Collaborative Creativity continues to be a useful resource for people in the early phases of their learning about making innovation possible. Formatted for easy reading in 72 very brief (1-3 page)essays, author Jack Ricchiuto makes the creative process accessible and collaboration achievable.

This is a good read before going on to the many other great books on creativity and innovation in business out today. Authors like Michalko, Wykoff, Leonard, de Bono, Bennis, Von Oech, and Peters do a good job providing tools and techniques that take you beyond the introduction presented here.

This has proven to be one of the ones to start with.

In Collaborative Creativity, you will explore questions like:

Can creativity and innovation be intentionally cultivated -- or are they simply a matter of genes or luck?

How is the creative process critical to the development of innovations?

What gets in the way of creativity & innovation?

What does it take to be more collaborative in the creative process?

How can organizations become more innovative about how they innovate?

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