Universitas Indonesia Library >> eBooks

Designing creative organizations: tools, processes and practices

Hawryszkiewycz, Igor Titus, author

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20469610&lokasi=lokal

Abstrak

This is one of the first books to cover ways to organize creativity, innovation and business model development in a way that provides a seamless transition from an idea generated through team brainstorming to a business solution. It provides systematic ways to design new business models, and how to choose technologies to support them.