

Designing creative organizations: tools, processes and practices

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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.