

Research On Managing Groups And Teams

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Creativity is being recognized as an important source of competitive advantage because a single creative idea that is both novel and useful may take an organization in a profitable new direction. This work aims to promote the burgeoning interest in group creativity by identifying new questions that will drive future research in this area. EAN/ISBN : 9781849505840 Publisher(s): Emerald Group Format: ePub/PDF

Author(s): Goncalo, Jack - Mannix, Elizabeth - Neale, Margaret

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