



Managing Change, Creativity and Innovation

By Patrick Dawson, Costas Andriopoulos



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This bestselling text continues to provide a fresh approach to organisational change by linking it to the key drivers of creativity and innovation, but now contains improved coverage of approaches to change.

It explores change as a human and social process, looking at the vital role leadership, entrepreneurship and creativity play in change management, rather than viewing it as a series of systems and mechanisms. In doing so, it provides all the theoretical and practical understanding you will need as both a student of change and a future manager.

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