

FOR IMMEDIATE RELEASE

Contact Information:

Carrie Green, Advanced PR
(312)520-5673
AdvancedPR@Gmail.com

**NEW BOOK RELEASED FROM THE
UNIVERSITY OF MICHIGAN BUSINESS SCHOOL MANAGEMENT SERIES:
Creativity at Work: Developing the Right Practices to Make Innovation Happen,
By Jeff DeGraff and Katherine A. Lawrence**

ANN ARBOR, MI, August 15, 2002—The latest addition to the University of Michigan Business School Management Series, *Creativity at Work: Developing the Right Practices to Make Innovation Happen* (ISBN 0-7879-5725-9, Jossey-Bass, \$24.95 US), provides a systematic, comprehensive guide for management in assessing what practices and tools will work best in their unique situations. Rather than simply targeting an organization's 'creative types,' the book also integrates the perspectives of investors, strategists, organizational developers, and individual managers in defining innovation and value creation goals.

Creativity has long been accepted as a core skill for making your business better or new. Unfortunately, many companies and managers try to adopt a one-size-fits-all "best practice" for creativity, often leading to disappointing results—because each new creative endeavor requires a different approach. Mark E. Jones, Director, Leadership and Workforce Development for Pfizer, states, "*Creativity at Work* challenges the assumption that creativity is a random act of inspiration. The practices, profiles and tools provide insight for individuals and organizations alike to chart their own course to a more creative future."

The book shows how the creation of new ideas is just one of the valuable outcomes of creativity, and reveals how creativity can occur at many stages in the process of generating, developing, making and selling new products, services, and processes. The authors demonstrate how creativity is most successful when management practices are tailored to the specific solution, and they offer a systematic method for developing creativity competencies throughout the enterprise.

-more-

"The great benefit of *Creativity at Work* is that it actually sets out a framework and process for achieving innovation and applying it in real business contexts," says Tom Glocer, CEO, Reuters Group. Whatever their level of management responsibility, this book provides valuable advice that can help readers identify innovation and value creation opportunities, assisting them as they guide, manage, and integrate creativity practices within their own organization, division, department, or team.

THE AUTHORS

Jeff DeGraff is professor of executive education at the University of Michigan Business School, where he teaches courses on creativity, innovation and change leadership, strategy, and organizational development. A founding partner of the Competing Values Company, a consulting firm specializing in value creation through innovation and change, he has consulted, taught, and lectured at leading firms around the world.

Katherine A. Lawrence is currently completing a Ph.D. in organizational behavior at the University of Michigan Business School. Her research interests include creativity, improvisation, managerial initiative, and learning, inspired by past work experience in film-making and educational technology. For more information or to try a free online Creativity Assessment, visit the authors' web site at www.competingvalues.com.

THE UNIVERSITY OF MICHIGAN BUSINESS SCHOOL MANAGEMENT SERIES

The mission of the University of Michigan Business School Management Series is to provide accessible, practical, and cutting edge solutions to the most critical challenges facing business people today. This series provides concepts and tools for people who seek to make a significant difference in their organizations. Drawing upon the research and experience of faculty at the University of Michigan Business School, the books are written to stretch thinking while providing practical, focused and innovative solutions to the pressing problems of business. For more information visit www.JosseyBass.com.