

Book Review Leading Innovation Creativity And Enterprise

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book review by john varney [Leading Innovation, Creativity and Enterprise](#) Peter Cook Published by Bloomsbury 2016 Peter Cook is a creativity coach/facilitator with a passion for making music. He is also a chartered chemist, has an MBA, teaches at business schools and works with corporate clients around the world. His

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The book deals with questions such as: What are the roots of creativity and imagination? · How can Drawing upon cutting edge research from academia but expressed clearly and concisely for the busy person seeking practical inspiration, [Leading Innovation, Creativity and Enterprise](#) will feature numerous case examples from companies such as Virgin, Pfizer, Roche and Fuji Film.

[Leading Innovation, Creativity and Enterprise by Peter Cook](#)

Peter Cook leads Human Dynamics, a worldwide creativity and innovation consultancy. He also delivers keynotes around the world blending business intelligence with parallel lessons from music via The Academy of Rock. Peter is author and contributor to 11 books which have been acclaimed by industry experts including Professors Charles Handy, Adrian Furnham, Harvey Goldsmith CBE and Tom Peters.

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The book continues to offer practical guidelines as well as a theoretical understanding of change, creativity and innovation. It delivers an equal balance of critical perspectives and sound ideas for organizational change and development and presents the idea that change can be proactive, driven by creativity and innovation.

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