



Creativity and Innovation Management: A storytelling approach

Velimir Sri?a

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There is an eternal question: A creative person, is he born or grown, bred and trained? The right answer is YES; innovators are educated and taught, but the best among them are born with a natural talent. This book is intended to help all the born and bred change-masters, inventors, and monsters of creativity, to improve their gift and put it in full use. By reading it, you will help your natural buds turn into flowers, and become better qualified to deal with the complex and inspirational issues of creativity and innovation management.

Creative people never come out of puberty. The older they get, the more they see life as a creative playground. Happy and successful people learn how to play with ideas, kids, adults, things, organizations, projects, money, music, and games. Accomplished life is nothing but a collection of playful moments worth remembering, and being proud of. The book is dedicated to all Men the Players and to their creative games, resulting in innovation, change, and a joy of life.

According to Abraham Maslow, if a hammer is the only tool you have, you tend to see every problem as a nail. In this book, creativity and innovation are hammers, used to nail down the immense complexity of the present world and its countless challenges. Once you gain control over the creative process, the nail turns into a needle and helps you sew your world together.

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