



Management and Creativity: From Creative Industries to Creative Management

Chris Bilton

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This book explores the relationship between the management of creativity and creative approaches to management.

- Challenges the stereotypical opposition between ‘creatives’ and ‘suits’.
- Draws on the work of management theorists such as Mintzberg and Porter and creativity theorists such as Amabile and Boden.
- Draws on the practical experience of individuals working in the creative industries.
- Looks at the place of creative organisations and creative business management in a new creative economy, based on ideas, images and information.

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