CREATIVE INTELLIGENCE BOOK



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CREATIVE INTELLIGENCE

At dinner, a copy of Creative Intelligence was put on everyone s seat and we played at book-signing (books make very good swag). For me, what really makes this China s Innovation Moment is the depth of the creative capacities in companies.

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Creative intelligence Peter Drucker and many with him claim that the key to success for organisations and nations is innovation. Innovation is made of creativity. Creativity is the result of people using their creative intelligence combined with their analytical and practical intelligence.

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Creative Intelligence Harnessing the Power to Create

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