



Creativity, Inc.

By Catmull, Ed / Wallace, Amy

Book Condition: New. Publisher/Verlag: Random House US | Overcoming the Unseen Forces That Stand in the Way of True Inspiration | From the co-founder and president of Pixar Animation Studios comes a years-in-the-making distillation of the ideas and management principles he has used to develop a singular -- and singularly successful -- creative culture. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post - Financial Times - Success - Inc. - Library Journal "What does it mean to manage well?" From Ed Catmull, co-founder (with Steve Jobs and John Lasseter) of Pixar Animation Studios, comes an incisive book about creativity in business-sure to appeal to readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. Forbes raves that Creativity, Inc. "just might be the business book ever written."Creativity, Inc. is a book for managers who want to lead their employees to new heights, a manual for anyone who strives for originality, and the first-ever, all-access trip into the nerve center of Pixar Animation-into the meetings, postmortems, and "Braintrust" sessions where some of the most successful films in history are made. It is, at heart, a book about how to build a creative culture-but it is...



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