



Creative Problem Solving for Managers: Developing Skills for Decision Making and Innovation

Tony Proctor

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The regularity with which the term 'solutions' is used in management speak suggests that management is largely about problem solving. To suggest that thinking creatively is a useful skill in solving a problem may be stating the obvious, but experience tells us that under pressure, managers tend to fall back on the 'tried and tested' rather than the new and creative.

This text provides an essential introduction to the ideas and skills of solving problems creatively. It demonstrates:

- how and why people are blocked in their thinking
- how this impairs the creative problem solving process
- how creative problem solving techniques can help overcome these difficulties

Theories of creative thinking are critically examined and utilised to explore the variety of techniques that can be employed to discover insights into difficult management problems. Using case studies and case histories together with extensive diagrams, examples and thought-provoking questions, *Creative Problem Solving for Managers* provides the most up-to-date and extensive approach to this important topic.

This refreshing new edition will prove essential reading on the growing number of 'creativity management' classes springing up in business schools and will also be a helpful read on a range of other modules that require a creative mindset.

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