



# **Creatividad e innovación en empresas y organizaciones: 1 (Spanish Edition)**

*Andrés Fernández Romero*

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El libro, además de explicar una serie de principios y de ideas sobre el concepto de creatividad, presenta una metodología para la resolución creativa de problemas, y ofrece una serie de técnicas, hasta 60, para abordarlos con mentalidad creativa. Algunas de estas técnicas son conocidas y se emplean con frecuencia. Otras son completamente nuevas, y su uso tiene una gran eficacia. El libro presenta para cada técnica una descripción de las circunstancias en que debe usarse, un proceso de aplicación muy concreto, y unos consejos útiles derivados de la experiencia de la aplicación de la técnica. INDICE: La creatividad, primera ventaja competitiva. Técnicas para preparar la resolución de problemas. Técnicas de creatividad aplicada. La puesta en práctica de las soluciones. Organización para la creatividad. Soportes y apoyos. Del posicionamiento estratégico a los comportamientos estratégicos. Cultivar la percepción consciente: el eneagrama. Una vía para el desarrollo de los comportamientos estratégicos. Fases para el desarrollo de los comportamientos estratégicos. Los nueve tipos de organización en base al eneagrama. Acciones y mecanismos paracoevolucionar. Conclusiones.

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