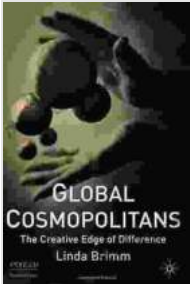


The Creative Edge of Difference: Insead Business Press



Global Cosmopolitans: The Creative Edge of Difference (INSEAD Business Press) by Sven Grote

★★★★★ 5 out of 5

Language	: English
File size	: 583 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 269 pages
Hardcover	: 215 pages
Item Weight	: 1.18 pounds
Dimensions	: 6.61 x 9.45 inches



In a world where businesses are constantly competing for attention, it's more important than ever to find ways to stand out from the crowd. One way to do this is to be creative and innovative. But what does it mean to be creative in business? And how can you use creativity to gain a competitive edge?

Insead Business Press is a leading publisher of innovative and thought-provoking business books. Our books are written by world-renowned experts and provide insights into the latest trends and challenges facing businesses today. One of our most popular books is *The Creative Edge of Difference* by Roger Martin. In this book, Martin argues that creativity is not

just about coming up with new ideas. It's also about being able to execute those ideas and turn them into successful products or services.

Martin identifies four key elements of creativity: imagination, insight, synthesis, and evaluation. Imagination is the ability to come up with new ideas. Insight is the ability to see the potential in new ideas. Synthesis is the ability to combine different ideas into something new. And evaluation is the ability to judge the quality of new ideas.

Martin argues that all four of these elements are essential for creativity. If you have a great imagination but no insight, you won't be able to see the potential in your new ideas. If you have insight but no synthesis, you won't be able to combine your ideas into something new. And if you have synthesis but no evaluation, you won't be able to judge the quality of your new ideas.

The good news is that creativity can be learned. Martin offers a number of exercises in his book that can help you develop your creative skills. These exercises are designed to help you improve your imagination, insight, synthesis, and evaluation skills. By practicing these exercises, you can become more creative and innovative in your business.

Here are a few tips for using creativity to gain a competitive edge in your business:

- Encourage your employees to be creative and innovative.
- Provide your employees with the resources they need to be creative, such as time, space, and money.
- Create a culture of innovation in your company.

- Reward your employees for their creative ideas.
- Use creativity to solve problems and develop new products or services.

By following these tips, you can create a more creative and innovative company that is better able to compete in today's global marketplace.

About Insead Business Press

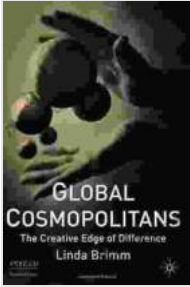
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