

# Creativity Inc.: Building An Inventive Organization By Jeff Mauzy

By Jeff Mauzy

Jeff Mauzy Interview, Ubiquity e-zine. Jeff Mauzy is co-author (with Richard Harriman) of the book Creativity, Inc.: Building an Inventive Organization

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Richard Harriman is the author of Return to Grandeur (0.0 avg rating, 0 ratings, 0 reviews, published 2010) and Creativity Inc (3.11 avg rating,

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The Bottom Line; Volume 16, Issue 3; Creativity, Inc.: Inc.: Building an Inventive Organization. Jeff Mauzy and Creativity, Innovation. Mauzy is a consulting

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Building An Inventive Organization Jeff Mauzy and Richard Harriman, two consultants from Synectics, a consulting firm that specializes in business innovation, discuss

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Jeff Mauzy is a Principal at Synectics, Inc., and CEO of Inventive Logic, Inc. He is co-author of Creativity Inc.: Building an Inventive Organization (Harvard

<http://www.marketingprofs.com/4/mauzy1.asp>

Book review: What does it take for an organization to be creative and innovative? Creativity Inc. explores this topic providing many case studies and useful exercises.

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