



## Creativity

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By A. Dale Timpe

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. The three main characteristics that seem to be linked to creativity are flexibility, persistence, and the ability to recombine elements to achieve insights. Also key is the ability to break down huge systems into smaller interrelated subsystems and determine how they function together, then to recombine these to form a comprehensible whole picture framework to work with. One of the more important elements that an organization can take to make the creative process more likely to occur and even flourish is an organizational climate that is conducive to the free flow of ideas. The environment under which people work can act as a stimulant to bring out their innovativeness. Inhibition and misconceptions act as roadblocks. Aimless and undirected activity does not bring about innovation. Endeavors must be planned and organized. Motivation is essential to successful innovation and reward is the single most important motivator. Printed Pages: 400.



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