



Library Newsletter

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Welcome: the fourth issue

We are pleased to present the first newsletter of the academic year. In order to gain competitive edge, companies today require new ideas in all aspects of the organization. With this in mind, we devote this fourth issue to creativity. IESE's Library staff have compiled a list of some interesting information resources on creativity available in the library and on the Net. We hope you will find it useful in improving your creativity potential!

Top picks in... Creativity

"Creativity is the process of generating new ideas. Any idea, even slightly different from something that already exists, is a creative idea. Creativity is often confused with innovation, which is more about planning and implementing ideas. You can have 100 new ideas each day, but you are only innovative when you have successfully implemented one of them. Creativity has been defined in many ways by many people. My favourite definition is 'seeing what everyone else sees and thinking something different'. So how do you think in different ways?"

Business-minds.com. A world of Business Thinking [on line]. (2002)
Web page, URL <<http://www.business-minds.com/article.asp?item=51>>. [Consulting November 7, 2002]

Resources on the Net...

The American Creativity Association (ACA)

The American Creativity Association (ACA) is the national organization of professionals in the field of creativity. Through its programs and services, it offers individuals and organizations opportunities for learning, professional development and networking. It is dedicated to enhancing the use of creativity throughout our society for the betterment of the human condition.

<http://www.amcreativityassoc.org/>

Neuronilla.com - Creatividad e innovación. Foro de ideas

Fundación Opera Prima

The website neuronilla has all the content necessary for developing and stimulating creative and innovative capacity. The site is divided into sections, according to objectives: information, interaction and idea generation.

<http://www.neuronilla.com/>

In Spanish

Creativity Based Information Resources

Center for Studies in Creativity. Buffalo State College

Creativity Based Information Resources (CBIR) is a database comprised of a special collection of annotated records (i.e., paragraph summaries) of work focused specifically on the topic of creativity. CBIR was designed and developed by Jon Michael Fox in 1988.

<http://www.buffalostate.edu/orgs/cbir/>

Asociación para la Creatividad

A group of creativity experts have formed this Association, whose purpose is to spread, explain and promote questions related to creativity, through conferences, publications, research, trends in creative innovation, seminars, companies and activities designed to harness knowledge and creative actions.

<http://www.asociacreatividad.es/>

In Spanish

...and other references in the IESE Library

11.22-MCL

McLeod, Fiona

Non-stop Creativity and Innovation : How to Generate Winning Ideas and Put Them into Practice

London : McGraw Hill, c2002

161 p.

In today's economy, being innovative is the best way to keep ahead of the game. Non-Stop Creativity and Innovation is a lively, easy-to-use guide to unlocking your creative potential, thinking "out of the box" and making new ideas really happen. By using a unique, tried and tested model, the Uccello' Process, you will be able to draw on your creative strengths to generate fresh, winning ideas. Whether you are looking to develop your individual, team or company's creativity, this book shows you how to experiment with your thinking, how to combine information to produce truly original ideas, and ultimately how to implement them successfully. Packed full of helpful tips and techniques, it will prove invaluable at every stage of a project.

11.70-VON

Von Krogh, George

Enabling Knowledge Creation : How to Unlock the Mystery of Tacit Knowledge and Release the Power of Innovation

Oxford ; New York : Oxford University Press, 2000.

292 p.

Knowledge is at the heart of innovation and competitiveness. As a result, the better we understand the process of creating knowledge, the more likely innovative behaviors can be fostered in organizations. "The creation of knowledge cannot be managed, only enabled." This means that attempts to control and administer creativity and innovation will generally fail to achieve the desired outcomes and will result in the inefficient use of already limited resources, time, and energy.

10.51-HAR

Harvard Business Review on Breakthrough Thinking

Boston, Mass. : Harvard Business School Press, c1999.

239 p.

Creativity and innovation are the keys to competitive advantage, and yet many organizations view inspiration as an elusive, unmanageable phenomenon. In fact, proven strategies for fostering and managing creativity do exist-the Harvard Business Review has published some of the best thinking on how to organize for innovation. Harvard Business Review on Breakthrough Thinking highlights leading ideas for incorporating the power of creativity into your strategic outlook.

Spanish Version:

10.51-HAR

Harvard Business Review : Creatividad e Innovación

Bilbao : Ediciones Deusto, 2000

255 p.

11.57-GRY

Gryskiewicz, Stanley S.

Positive Turbulence: Developing Climates for Creativity, Innovation, and Renewal

San Francisco: Jossey-Bass: [Greensboro, N.C.]: Center for Creative Leadership, 1999
195 p.

Stan Gryskiewicz is one of the best-known authorities on creative leadership, and a tireless global networker in supporting and stimulating ideas on creativity and innovation. His starting point is that the world of management has become increasingly complex and unclear. Change is inevitable, yet impossible to predict in advance. His second point is both possible and worth attempting.

41.01-LEO

Leonard-Barton, Dorothy; Swap, Walter C.

When Sparks Fly: Igniting Creativity in Groups

Boston, Mass.: Harvard Business School Press, 1999

242 p.

Creativity and innovation are the life's blood of organizations in the information age. Managers must therefore continuously provoke creativity in their own work groups. Blending basic research in psychology with practical experience in management, Leonard and Swap provide a close examination of the ways creativity can be nurtured in organizations.

10.51-ROB

Robinson, Alan G. ; Stern, Sam

Corporate Creativity : How Innovation and Improvement Actually Happen

San Francisco : Berrett-Koehler, 1997

277 p.

In Corporate Creativity, Alan Robinson and Sam Stern candidly discuss the elements necessary for a creative corporation to exist and succeed. The authors define a creative company as one in which "employees do something new and potentially useful without being directly shown or taught."

10.51-KAO

Kao, John

Jamming : The Art and Discipline of Business Creativity

New York : HarperBusiness, 1996

204 p.

Creativity is a process, not a thing; therefore you can observe, analyze, understand, replicate, teach, and manage it. The 3 reasons to read it are: a) to learn one man's explanation of the grammar, vocabulary, and conventions of creativity, b) to learn various theories on rigorous idea management, c) to learn about funky practices in foreign companies.

10.51-CRE

Ford, Cameron M.; Gioia, Dennis A. (eds.)

Creative Action in Organizations : Ivory Tower Visions & Real World Voices

Thousand Oaks : Sage Publications, c1995.

400 p.

A strong point in this book is its opening extensive review of creativity in organizations and professions (Chapter 2), including helpful tabulations of articles that identify the motives, expectations, emotions, means, and opportunities that lead to creative acts. Academics and practitioners who are interested in this topic must read this chapter. The book then moves to essays by 29 academics and 24 leaders in industry and government. Trying to reduce this diversity to a short review is like trying to herd cats. Its diversity is both its strength and weakness. It reflects the fact that creativity is more a matter of coincidences than a logical, linear process that makes for easy reading.

Journal:

Creativity and Innovation Management

Oxford, UK ; Cambridge, MA : Blackwell Publishers, c1992-

Full text available: 01 Mar 1998-. (Due to publisher restrictions, the most recent 12 months are not available.) Available on EBSCOhost. <http://search.epnet.com/direct.asp?db=buh&jn=BOO&scope=site>

Creativity and Innovation Management fills a crucial gap in the management literature between strategy and R & D. It gives managers insights into introducing innovation within their organizations and accelerating the development of creative performance in their staff.

New database: Business Source Premier

What does it contain?

Business Source Premier, designed specifically for business schools and libraries provides:

- Indexes and abstracts articles from 3,236 English language business journals, with over 2,710 available in full text
- Country economic reports from EIU, DRI-WEFA, ICON Group and Country Watch
- Company profiles for the world's 5,000 largest companies
- Images: photos of people, natural science photos, photos of places, historical photos, maps and flags

Direct links to the e-journals are available from the library catalog.

What is the coverage?

Provides full text for more than 300 of the top scholarly journals dating as far back as 1922. Updated daily.

What can it be useful for?

- Searching journal articles by subject or by publication name
- Searching for country information
- Searching for company information
- Creating alerts that can be automatically run
- Creating bibliographic files (Pro-Cite)

An [online guide](#) is available and search tips are accessible from every search page.

How to have access to Business Source Premier?

Access from computers on campus, from the Virtual Library Page/Databases (http://www.iese.edu/biblioteca/bdatos_uk.html) clicking on **Business Source Premier**.

Some recent acquisitions

Unicornio: <http://unicornio.iese.edu/uhtbin/cgisirsi/0/0/28/49/X>

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