



Criatividade e inovação na empresa: do potencial à ação criadora (Portuguese Edition)

Stela Maris Sanmartim

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Esta obra procura construir a metáfora da criatividade como um território a ser conhecido, como uma paisagem que o leitor poderá percorrer ao empreender a viagem que os autores propõem. O texto oferece uma visão sobre algumas perspectivas que se pode olhar e investigar a criatividade com a apresentação de temas específicos que podem conscientizar o leitor sobre o seu próprio potencial criador, bem como apontar procedimentos e métodos para o seu aprimoramento e aplicação prática em suas atividades profissionais.

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