

Managing Change Creativity Innovation Patrick Dawson

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Change management is often presented as a reaction to business problems, but change can also be proactive, driven by entrepreneurship, leadership, creativity and innovation. Combining these perspectives in a processual framework, this text offers fresh explanations, beyond oversimplified guidelines and complex theories, with new case studies and updated material.

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Key to the approach is the idea that change, creativity and innovation all overlap and interconnect rather than being three separate areas of study and that managing the three together is central. A fresh approach to managing organizational change by looking at it as complex, dynamic, and messy as opposed to a series of neat, linear stages and processes leading to success.

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Managing change, creativity and innovation is not simply about the management of organizations but is concerned with how individuals, groups and stakeholders at all levels (internal employ- ees and external agents) manage these processes (for example, whether in terms of strategies for change, techniques of influencing or methods of resisting) and how this can further our theoretical and conceptual understanding of these complex processes.

MANAGING CHANGE, CREATIVITY

Patrick Dawson is a Professor of Management at the University of Aberdeen. He holds a Constantine Andriopoulos is a Professor of Innovation and Entrepreneurship at Cass Business School, City University London. He holds a PhD in Marketing from the University of Strathclyde and has previously worked at the University of Strathclyde, the University of Aberdeen, Brunel University and held a Chair in Strategy at Cardiff Business School.

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