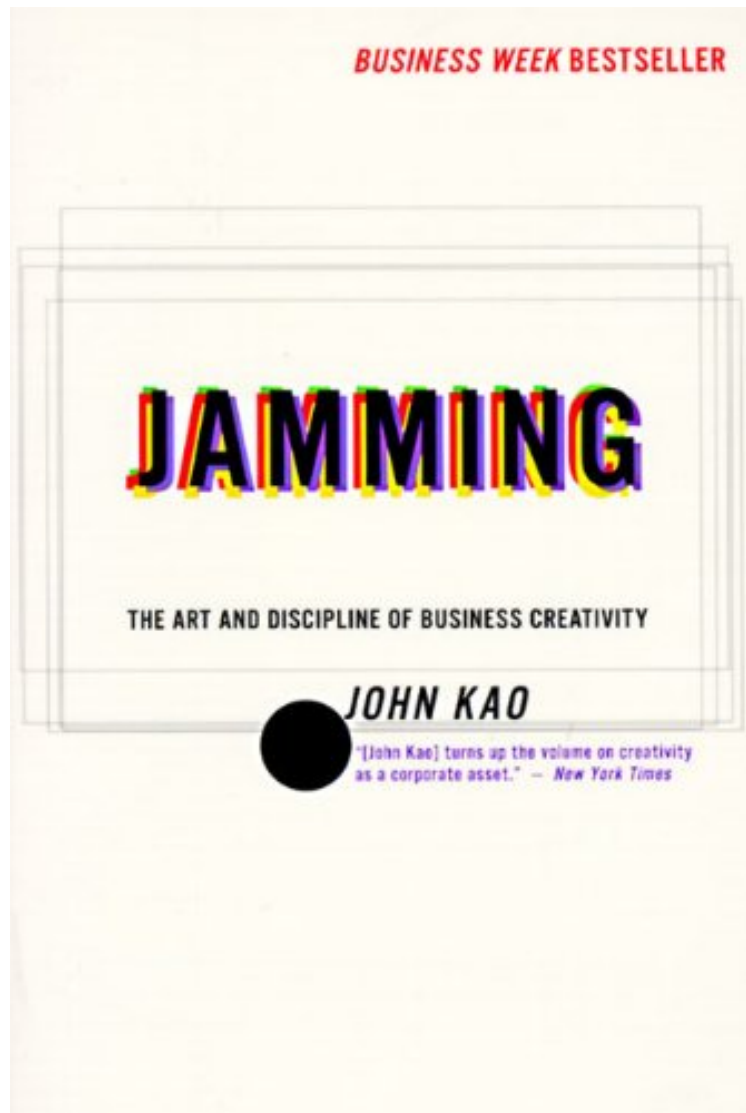


[E-BOOK] Jamming: Art and Discipline of Business Creativity

Jamming: Art and Discipline of Business Creativity

John Kao

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John Kao : Jamming: Art and Discipline of Business Creativity before purchasing it in order to gage whether or not it would be worth my time, and all praised Jamming: Art and Discipline of Business Creativity:

27 of 28 people found the following review helpful. Uhhh, Jam Session Turns to Durge?By steve@trusted.netDon't waste your time. I wrote a long review, then deleted it when it ocured to me that I don't like wasting time... so I won't waste yours.The jazz metaphore flags, the cheerleader-like tones grow monotonous, the new-age recommendations are laughable, and the lack of research is deplorable (especially from someone with JK's letters).For twice the money, you can find a hundred times more information in, CORPORATE CREATIVITY by Alan G. Robinson, it's even organized in chapters, and Robinson throws in a little research to boot.Sorry for the terse review. The subject is extermely

difficult to write about - I'm trying it myself. I think John can do better than this. The book is weak.9 of 10 people found the following review helpful. I wasted my time money on this book!By J. ThriftI was searching for some insightful material to help me re-define that somewhat false dichotomy that exists in our thinking about business thinking and (vs.) creativity. I just read Clayton Christianson's "The Innovator's Dilema" and wanted to find a way to develop creativity in my company's culture. After reading "Jamming: The Art and Discipline of Business Creativity", I see that I have wasted my time money on this book. If you are like minded in your search, look somewhere else! I rate the book two stars simply because the author has discovered a very worthwhile subject - not for its content.1 of 1 people found the following review helpful. Valuable content, could have been better writtenBy JoseyoJohn Kao's jazz metaphor for business creativity is attractive. He offers valuable thoughts on stimulating creativity. However, listening to his book on cassette, I often found myself wishing he had had a stricter editor. There were many long strings of similar descriptive words giving the impression that the author did not trust himself to be able to convey his thoughts with one word. Many of the points were made by declaration. This book is a worthwhile read, but requires some patience.

In today's competitive environment, creativity is no longer an option. Companies that understand how to manage creativity in their people, organize for creative results and willingly implement good new ideas will triumph.In Jamming, John Kao also offers an approach that demystifies a topic traditionally confounding to businesspeople everywhere. He begins by showing how creativity, like the musical discipline of jazz, has a vocabulary and a grammar. It is a process, and because of that it can be observed, analyzed, understood, replicated, taught and managed. He explains how creativity needs a particular environment in which to blossom and grow. Like musicians in a jam session, a group of businesspeople can take an idea, challenge one another's imagination and produce an entirely new set of possibilities. Kao reveals how managers can stimulate creativity in their employees, explores the impact of information technology on creativity, looks at the globalization of creativity and shows how to ensure the loyalty of people who design, build and deliver today's vital products and services.

.com What value does your company put on creativity? It's not just media and high-tech companies that have to invest in the creative minds of their employees: every organization must make creativity a top priority in order to last beyond the next reporting period. In Jamming, John Kao shows how high-performance companies have learned the lessons of creativity to leap ahead of obsolete competitors. They have learned to make creativity tangible and actionable, they practice a new managerial mindset, and they have learned to leverage information technology to enhance creative collaboration. From clearing the obstacles to organizational creativity to conducting a "creativity audit" that assesses the current value of your company's creativity, Jamming shows business leaders, managers, and entrepreneurs how to take their companies to an entirely new level of success and growth by fostering an environment that will anticipate tomorrow's needs.From Publishers WeeklyIt took a Chinese American student listening to jazz and jamming with a group of African Americans at a private boarding school to internalize the polar tensions between musical score and improvisation and come up with a formula for creativity. Kao, now a professor at Harvard Business School, has been using the jamming metaphor to teach creative entrepreneurship for 14 years. In business, the score is not a musical theme but an idea, process or question that takes on new dimensions when bandied about by a group. This business version of jamming, Kao says, is the creative advantage that can give a company a competitive edge. Kao tells how to audit and manage creativity and describes techniques for clearing the mind to render it receptive to the improvisational flow. Never was the need or the opportunity so great, he claims, as now amid the deluge of information descending from cyberspace. Chapters end with a list of "riffs," or pithy tips for business leaders. Kao offers succinct advice cleverly packaged. Copyright 1996 Reed Business Information, Inc.From Library JournalKao (entrepreneurship, Harvard Business Sch.), who is also a jazz pianist, describes the developmental process of business creativity through the analogy of jazz. He argues that promoting creativity within a corporation is no longer optional but an integral element of business success. Kao writes in a conversational style, offering examples of major corporations that show the benefits of corporate creativity and the methods used to design a program. The appendix contains "The Creativity Toolkit," a guidebook to the discipline from the perspective of individuals, managers, and leaders. Several recent books have been written in the area of business creativity (e.g., Bryan Martimore's 99% Inspiration: Tips, Tales Techniques for Liberating Your Business Creativity, AMACOM, 1994). Missing from this one are creativity exercises and bibliographical references. Not an essential purchase, but larger business collections may wish to consider.?Kathy Shimpock-Vieweg, Muchmore Wallwork Lib., Phoenix, Ariz.Copyright 1996 Reed Business Information, Inc.