

Shaping a creative organisation:

Embracing managerial responsibility, unleashing creative partners, creating opportunities in face of global competition

(*fair-NEWS*) The second edition of the book “Die kreative Organisation” by André Papmehl, Zoltan Budai and Peter Gastberger was published at the end of June by the publishing house Springer Gabler. Today, our economy faces considerable upheavals: globalisation, demographic change, increasing competitive constraints and a lack of skilled professionals – these are just a few of the pressing topics that require innovative solutions.

The authors describe prospects and problem-solving approaches for business and management and also share an abundance of suggestions of how to embrace managerial responsibility in the 21st century, which also results in creative partners in organisations to be let loose. Many detailed examples in day-to-day business illustrate the competitive advantages which are sustainable and seemingly difficult to replicate. Extract from the *Börsen-Zeitung* newspaper: *Die kreative Organisation* is easy to read; individual, self-contained articles allow you to focus on specific topics.

Dr Edward de Bono, an expert in creativity, addresses the reader thus: if people in companies are meant to be creative, two fundamental conditions are required. They must master the necessary tools for generating ideas and they need a corporate culture in which they are permitted to use these tools without any restrictions. This book gives you a broad overview of how modern companies create and maintain such cultures.

Creative ideas, unusual methods and innovative solutions should not only be allowed in companies, they should be explicitly welcomed.

The authors:

André Papmehl is the owner of Papmehl Management Consulting, which is specialised in interim management, human resources and organisational consulting. Previously, he was a personnel manager for well-known corporations around the world. He is the author and editor of numerous publications on innovative management topics.

Zoltan Budai is a self-employed consultant. He has many years of practical experience in the fields of creativity, leadership and change management processes and is qualified in Dr Edward de Bono’s creativity techniques.

Peter Gastberger is the founder and CEO of Scalaria, “the eventresort” located by Austria’s Wolfgangsee lake. This special events hotel has repeatedly received prizes on account of its creative conception.