Leading Innovation, Creativity and Enterprise
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Peter illustrates his text with many mini case studies – carefully selected vignettes that bring the process to life.

I like the book because:
• It is easy to read, being written in non-technical language like chatting with a friend.
• It is unpretentious. There is a huge amount of valuable observation and comment that is immediately accessible and applicable.
• It is comprehensive, describing all aspects of the creative process from the generation of ideas to nurturing those ideas and ensuring their practical application to industry, commerce and the public sector.
• It is broad in that it looks at the circumstances that foster the overall process – a whole lifetime of experience and insights brought into focus.

It works as a fantastic introduction to creativity and innovation in the workplace. But it also has something for the experienced and expert in the subject. There is such a wealth of material that it will undoubtedly satisfy every appetite.

Of course, he does not pretend to have all the answers. Indeed he might expect to have stirred quite a few questions. That makes this a really worthwhile book with much to say to anybody who wants to change their organisation for the better, to tap people’s innate creativity, to gain an innovative edge and to make work fun!