

FIFTH EDITION

CREATIVE PROBLEM SOLVING FOR MANAGERS

DEVELOPING SKILLS FOR DECISION MAKING AND INNOVATION



TONY PROCTOR

Creative Problem Solving for Managers, Tony Proctor dispenses readers with rich examples of problem-solving techniques, as well as challenging the readers to question fundamental issues and develop their own capabilities. Proctor showers readers with easy-to-use techniques that have the potential to transform anyone into a genius level creative thinker and problem solver. The author explains and illustrates good practices for managers to avoid arriving at the same old answers to problems. Proctor provides plenty of techniques that today's readers can use to bridge the creativity gap and unleash their hidden potential in problem solving.

Lim Hua Tan, *Professor of Operations and Innovation Management, Nottingham University Business School*

Creativity is a life skill for leaders, managers, decision makers and students. The fifth edition of *Creative Problem Solving for Managers* provides excellent techniques to creative and critical thinking. I have used cases, techniques, methods and examples from Tony Proctor's book in my teaching, which will help my students to acquire skills in high demand in business and government to solve complex problems.

Mahabalbari Ahmed, *Lecturer in Economics, Birmingham City University Business School*

Creative Problem Solving for Managers is very supportive of a practice-led approach to management education, at a time when creative thinking skills are increasingly necessary across organisations of all sizes and sectors. Drawing on comprehensive and in-depth theoretical support, it offers lots of useful practical cases and examples to stimulate critical analysis and debate.

Pauline Loewenberger, *Senior Lecturer, University of Bedfordshire Business School*

Identifying and developing the creative potential of all members of an organisation is widely seen as contributing to performance and results. This prestigious textbook provides a complete overview of the creative problem-solving process and its relevance to modern managers in the private and public sectors. It introduces ideas, skills and models to help students understand how creative thinking can aid problem solving, and how different techniques may help people who have different learning and learning styles.

The updated fifth edition includes fresh case studies, exercises and suggested reading, alongside illustrative diagrams and thought-provoking questions. A new chapter considers the use of statistics in decision-making situations faced by managers, and examines how aspects of creative problem solving can relate to such situations. It also introduces a complex in-tray exercise, which demonstrates how the conflicting demands on an individual manager can be considered in practice. Supporting PowerPoint slides for lecturers are available for each chapter.

Creative Problem Solving for Managers will continue to be an ideal resource for undergraduate and postgraduate students studying problem solving, strategic management, creativity and innovation management, as well as managers looking to develop their decision-making abilities.

Proctor is Emeritus Professor at the University of Chester, UK.

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