

# Management And Creativity From Creative Industries To Creative Management

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## ***Ken Atchity* Management And Creativity From Creative**

**This work: challenges the stereotypical opposition between 'creatives' and 'suits'; draws on the work of management theorists such as Mintzberg and Porter and creativity theorists such as Amabile and Boden; draws on the practical experience of individuals working in the creative industries; and, looks at the place of creative organisations and creative business management in a new creative economy, based on ideas, images and information.**

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