



## Imaginization: New Mindsets of Seeing, Organizing and Managing

By Gareth Morgan

BERRETT-KOEHLER, United States, 1997. Paperback. Book Condition: New. 223 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Imaginization is a way of thinking and organizing. It is a key managerial skill that will help you understand and develop your own creative potential, and find innovative solutions to difficult problems. It answers the call for more creative forms of organization and management and shows how we can find new roles in a changing, uncertain world. Imaginization teaches by example, providing dozens of concrete illustrations and real-world case studies on how the approach can be put into practice. It shows how to develop new insights for your role as a manager, how to create more flexible and innovative forms of organization, and how to develop your own creative toolbox for meeting the challenges that lie ahead, and much more.



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