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Creativity can result in innovation that brings significant value and a competitive edge to a company and benefit the larger society. The resources in this guide explore the subject of creative ability in business and creative thinking, and offer practical tips for individuals and companies to cultivate and improve creativity and acquire the skill sets that help them stand out.

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Creativity refers to generating new and novel ideas. Innovation refers to the application of an idea and, in many cases, is a collaborative enterprise. So in other words, innovation is applied creativity. Or if I put my creative speaker hat on, I might say, "Creativity is a bioelectrical thunderstorm that precipitates an inescapable notion."

Creativity Definition And Why It Matters In Business ...
The Importance of Creativity in Business

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THE VALUE OF CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP

Creativity and Innovation: Your Keys to a Successful ...

If a creative idea is not practical, then it ceases to be of any value. Such creative ideas are not considered creative, but impractical. Creativity involves the dual processes of generation of new ideas, as well as generating different ways of seeing the same events, both are important to achieve creative solutions to the problems.

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