



Management and Creativity: From Creative Industries to Creative Management

By *Chris Bilton*

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Management and Creativity: From Creative Industries to Creative Management By Chris Bilton

This book explores the relationship between the management of creativity and creative approaches to management.

- 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.
- 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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Editorial Review

Review

"This important book demonstrates exactly why a full understanding of creativity really matters – not only in the context of developing more vibrant and personally satisfying areas of economic activity, but even more importantly, in its ability to help us develop a better understanding of the value of creative individuals in the 21st century" *from the foreword by Lord Puttnam*

"This is an exceptional book in three respects. Firstly, it is a book about management that truly appreciates the creative process. Secondly, it is a book about creativity that understands and seeks to engage with practical business realities. And, finally, *Management and Creativity* actually proves its own thesis: that the best thinking occurs when the worlds of “creativity” and “business” intersect." *Stephen Cummings, Victoria University of Wellington*

"The book will appeal to a broad audience of creatives, policy-makers and students looking for an alternative, sounder framework for understanding how to nurture creativity in the workplace." *Management Today*

From the Back Cover

In this book, Chris Bilton, who has worked as a performer, writer, arts worker and academic, challenges the stereotypical opposition between ‘creatives’ and ‘suits’. Creativity, he suggests, is not just about spontaneous discovery and inspiration, it is also a self-conscious, deliberately managed process. Similarly, management is not only shaped by rational processes, it also involves insight, intuition, creativity and risk.

Bilton draws on the work of management theorists and creativity theorists, and on the practical experience of individuals working in creative industries, in his attempt to improve our understanding of the relationship between the management of creativity and creative approaches to management. His work forms part of a wider move to consider the relevance of creative processes and structures in our new, creative economy.

About the Author

Dr Chris Bilton is Lecturer in the Centre for Cultural Policy Studies and Director of the MA in Creative and Media Enterprises at the University of Warwick. Previously, he has worked as a performer, writer, community arts worker and arts development officer.

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