

INNOVATE BY MASTERING COLLECTIVE CREATIVITY

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Engineering allows achieving great things with ordinary people, creativity allows us to find original solutions with common people. However, without a methodology that is a difficult task...

The answers are in this book, a true guide providing a process to identify innovative solutions through the IDEAR creative method. A very useful book for professionals involved in innovation and research (researchers, engineers and managers of innovative projects), company managers and leaders, engineering and business schools, in short for all people who seek new paths of progress and problem-solving.

Praise for **Innovate By Mastering Collective Creativity**

"I appreciated a lot your book. I learnt many interesting things and it was thought-provoking for me. Bravo for this effort of pedagogy in such an essential domain for the company."

Anne Lauvergeon - former CEO, AREVA

"This book clearly outlines the steps that will enable an organization to engage collectively in a process of continuous innovation, based on the innovative project management process."

Antoine Héron - former Director for Promotion of "Initiative and Creativity", Renault Group

"This particularly clear-sighted book initiates us to these approaches in a very pragmatic and operational way."

Yves Kaluzny - Senior VP, Department of Nuclear Studies, CEA

"One of the great merits of this work is that it offers a global, comprehensive, consistent and straightforward approach, full of contemporary management references, which incorporates many dimensions of innovation."

Bernard Calisti - professor of marketing and innovation, EM Lyon Business School

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