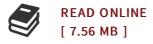




Idea Work: Lessons of the Extraordinary in Everyday Creativity

By Arne Carlsen, Stewart Clegg, Reidar Gjersvik

J W Cappelens Forlag AS, Norway. Paperback. Book Condition: new. BRAND NEW, Idea Work: Lessons of the Extraordinary in Everyday Creativity, Arne Carlsen, Stewart Clegg, Reidar Gjersvik, What does it take to find oil in an area where many have tried, but failed? What does it take to design buildings that become prize-winning cultural landmarks? And what can the best architects, oil explorers, business lawyers, journalists, and business developers within banking and trading analysis have in common? Idea Work can provide the answers. This book builds on a four-year research project and describes what extraordinary idea work looks like in practice. The authors take you behind the scenes of some of Norways leading companies and show how surprisingly similarly they work when they are working creatively to develop and realise new ideas. The book gives us, for example, a glimpse of how Snohetta designed the Opera and the 9/11 memorial, and how explorers at Statoil discovered the most oil of all oil companies in the world in 2011. Narratives are presented on how prepping, sketches, pin-ups, drama, wonder, and punk are important aspects of the extraordinary. Examples are supported by theory, placing this book at the forefront of international research....



Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.

-- Felicia Nikolaus

These sorts of ebook is the ideal book offered. It can be writter in simple terms rather than confusing. I discovered this pdf from my dad and i advised this publication to understand.

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