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Managing innovations and creativity - How Disney keeps ideas coming

By Andreas Weth

GRIN Verlag. Paperback. Condition: New. 32 pages. Dimensions: 8.2in. x 5.9in. x 0.8in. Seminar paper from the year 2005 in the subject Business economics - Personnel and Organisation, grade: A-(1, 7), University of Auckland (Faculty of Computing), course: Seminar am Unitec Institute of Technology Auckland New Zealand, 26 entries in the bibliography, language: English, comment: This paper gives an overview over management approaches in the fields of innovation and creativity. In addition to that, a literature review is included and the relevant literature from American and European business schools is discussed (in particular publications from Harvard, Stanford and Oxford). A case study highlights how creativity and innovation are managed at Walt Disney. Keywords: Kreativitt, Innovation, Walt Disney, abstract: The movie industry is one of the industries with the highest demands on innovation and creativity. Hence, creativity and innovation are vital for long term business success. Innovate or die, as Gary Hamel (2000) says. The case study How Disney Keeps Ideas Coming describes how Disney - one of the most successful American movie companies - achieves a high amount of creativity and innovation. The following case report discusses Disneys approaches for achieving creativity and innovation. During the following case study...



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