



# **Creativity and Innovation (Behavior in Organizations: An experiential approach Book 14)**

*Jean-Francois Coget, Abraham B. Rami Shani*

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“Behavior in Organizations: An experiential approach” is the rebirth, in electronic format, of a textbook that takes a hands-on, experiential approach (learning-by-doing or learning-in-action) to organizational behavior. For this electronic version, each chapter is published as a separate ebook, part of the book series, so that you don't have to buy the whole textbook, and you can pick and choose which chapters/ebooks you want, and only pay for those.

The majority of the exercises, role-playing simulations, and cases were developed in and for management training workshops. The cases themselves represent different industries and organizations around the globe with diverse size, product, service, and cultures. Instructors appreciate the multiple interactive teaching methods for each teaching module. Experiential methods provide a powerful stimulus for learning, growth, and change by helping participants focus on their own behaviors and reactions as data. The text begins with structured, less personal exercises that are readily recognized as relevant to human effectiveness in organizational settings. Personal growth and self-understanding activities are introduced later in the text, after students have had enough experience to become more comfortable and ready for them. The tenth edition of this book, like the previous editions, is designed to meet needs that other texts do not satisfy.

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