
An Overview of Creativity in the Context of Innovation

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EXECUTIVE SUMMARY

Innovation is a major contributor to economic prosperity, and it is the degree of creativity injected into an innovation that can determine its value in the market place. The literature recognizes three main factors that may have an impact on creativity in innovation. These include: (1) The individual factor; (2) The team factor and; (3) The organizational factor. This paper provides an overview of the literature that covers the topics of creativity and innovation.

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