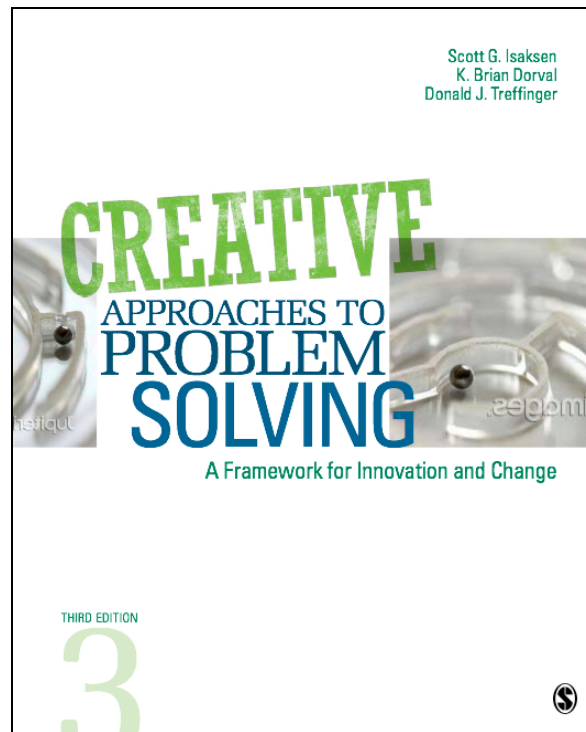


Announcing:

**Creative Approaches to Problem Solving: A Framework
for Innovation and Change (Third Edition)**

Is now available!



"This text is the most comprehensive and contemporary description of Creative Problem Solving (CPS) available today. Accessible and highly practical for a broad base of researchers and practitioners, the book provides a framework, a language, guidelines, and a set of easy-to-use tools for understanding challenges, generating ideas, and transforming promising ideas into action." (Sage Publications)

What others are saying...

CAPS is the most up-to-date, comprehensive book available focusing on current creativity theory, the Creative Problem Solving 6.1 process, and CPS methods and tools. I have used it in my Graduate Education Creative Problem Solving course, and my students found it to be a practical and valuable resource to aid them in their own instruction.

Laurie B. Abeel, Ph.D.
University of Mary Washington

In my experience, the approaches described in CAPS provide excellent support for the practical day-to-day management of innovation and change. I have used many of the methods and techniques outlined in the book with individuals and small-groups. They help people to get focused and engaged in challenges ranging from designing strategy, to planning tactics, to implementing specific action. They also work well with cross-functional groups in enabling them to be more collaborative and cooperative to accomplish what needs to get done!

Suzanne Perrino
Senior Vice President of Education and Strategic Implementation
Pittsburgh Symphony Orchestra

Company executives and entrepreneurs continue to list creativity/innovation within their top organizational goals but this goal is not usually achieved. However, using a methodology such as CPS can make it achievable. Creative Approaches to Problem Solving is a perfect text for my graduate Corporate Entrepreneurship class because my management and entrepreneurship students can easily learn the CPS stages and tools as well as the application to their corporate workplaces or to their own businesses. Finally, there is a textbook that delineates an approach for addressing key organizational issues such as strategy, competition, product development, management, profitability, marketing, sales, and human resource management---that is, finally, there is a textbook delineating an approach for corporate survival!

Ellen M. Raineri, Ph.D.
Assistant Professor, Wilkes University

An incredibly valuable resource for instruction, this text seamlessly connects theory and practice in the problem-solving domain. Indeed, it offers the most current, contemporary, and comprehensive presentation of CPS that is available. The authors have, quite simply, managed to deliver research-based material in a pragmatic, user-friendly way.

Ken W. McCluskey, Ph.D.
Dean/Professor – Faculty of Education – The University of Winnipeg

The Creative Problem Solving method outlined in this book is critical within American Greetings. The method was key to re-designing our New Product Development Process, helped the cross-functional teamwork collaboratively and resulted in more strategic thinking. The method is used both formally in the NPD process, and informally on a daily basis, making many meetings & projects far more productive.

Melissa Robert, Director, Continuous Improvement – American Greetings Corporation

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