

## SELECTED READINGS

**Anonymous.** (June 2008). Can America Keep Its Competitive Edge? *The Economist.com*. Available from: Global Agenda. Business View. London: The Economist Newspaper Limited, 3. [www.economist.com/business/displaystory.cfm?story\\_id=11482838](http://www.economist.com/business/displaystory.cfm?story_id=11482838).

*The anonymous author of this article critiques an April 2008 report released by the Brookings Institute and the Information Technology & Innovation Foundation, two Washington, D.C., think tanks. Home to Benjamin Franklin, Eli Whitney, the Wright brothers, and Jonas Salk, the United States has prided herself on her track record of entrepreneurial inventiveness. The U.S. business climate—historically conducive to protecting intellectual property rights and nurturing adventurers—will stagnate without increased federal funding for inventors, according to the think-tank forecast. The author disagrees with this solution, citing as an example the small surgical technology firm that displaced the now-defunct Bear Stearns on the S&P.*

**Barrett, Mike; and Mark Simmonds.** (January 1, 2009). Creativity on Tap. *Training Journal*, pp. 34–38.

*Two British marketing coaches authored a four-part series about coupling business processes with personal development. The article is packed with illustrations, graphs, and tables demonstrating the inextricable link between a person's social interactions and his or her creativity. Cooperative teams have the potential to incubate the most revolutionary innovations; powerful is the team whose members are communicative, receptive, and at ease with each other. The authors attempt to pin down the ephemeral subtleties that can help or hinder a group's collective productivity. Through several anecdotal examples, the authors package the key ingredients necessary for a fruitful group endeavor.*

**Baucus, Melissa S.; William I. Norton, Jr.; David A. Baucus; and Sherrie E. Human.** (2008). Fostering Creativity and Innovation without Encouraging Unethical Behavior. *Journal of Business Ethics*, vol. 81, no. 1, pp. 97–115. Available from: ABI/INFORM Global. Accessed March 11, 2009, Document ID: 1502952361.

*The principal author of this article is an entrepreneurship professor at the University of Louisville. Interested in scandals in the business sector, the author—in this*

*article—illustrates the ethical dilemma inherent in contemporary innovation and creativity models. Every MBA go-getter and corporate pedant knows the cliché recipe for success: buck the system, rock the boat, think outside the box, throw caution to the wind, defy the odds, eliminate “can’t” from the vocabulary, take no prisoners, etc. The article includes empirical research data suggesting this puffy rhetoric is ineffective and outdated; businesses want employees to toe the line.*

**Hamel, Gary.** (February 2009). Moon Shots for Management. *Harvard Business Review*, vol. 87, no. 2, pp. 91–98.

*This article details the results of a study conducted by the Silicon Valley’s Management Lab. Founded by professors from the London Business School and funded in part by UBS, the Management Lab collaborates with corporations to design original management strategies. In May 2008, the Lab organized an effort to describe a plan for managers in the next century. The “moon shots” to which the author refers are objectives for tomorrow’s business managers. Among these aspirations are imperatives to better maximize employees’ talents and resourcefulness.*

**Harrison, Sam.** (January 1, 2009). Be Inspired to Innovate. *Communication World*, pp. 17–20.

*The author of this article compares entrepreneurial innovators to gamblers at a Las Vegas casino. Just as intelligent blackjack or baccarat players devise strategies to improve their chances of a winning hand, so can entrepreneurs train their brainstorming process for optimal success. The author purports, human creativity is not haphazard; entrepreneurs can develop a mechanism to effectively nurture and channel their bright ideas in order to beat bankruptcy and stave off insolvency, for example. Mr. Harrison, in his article, provides a five-step guide to sharpening the focus of the mind’s eye to achieve practical results.*

**Newman, Rick.** (September 25, 2006). Lessons from the Rule Breakers: These “Mavericks” at Work Use Fresh Thinking to Win at Business. *U.S. News & World Report*.

*Rick Newman, journalist for U.S. News & World Report, in this article reviews yet another addition to the how-to-succeed-in-business literature: Mavericks at Work: Why the Most Original Minds in Business Win by William Taylor and Polly LaBarre. Published in 2006, the book includes profiles of 32 entrepreneurs of note; these “mavericks,” as the title suggests, have gone against the grain of traditional business norms and been rewarded with success. Rick Newman condenses the book into five key tips for would-be innovators stuck in the 9-to-5 grind.*

**Petersen, Chris.** (October 22, 2008). Inspiring Creativity: The Big Ideas. *U.S. Business Review*, pp. 8–9. Available from: Schofield Media Ltd. Accessed March 11, 2009. [www.usbusiness-review.com/content/view/1074/31/](http://www.usbusiness-review.com/content/view/1074/31/).

*This article is a brief exploration into the whys and wherefores of business productivity, which, opines the author, is closely related to business creativity. Though creativity and productivity are equally important to the successful functioning of the business, enforcing employee creativity is a decidedly more elusive task. The author illustrates four insightful guidelines for motivating imagination and boosting a business’s creativity quotient.*