



The Psychology of Innovation in Organizations

David H. Cropley, Arthur J. Cropley

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In today's highly competitive market, organizations increasingly need to innovate in order to survive. Drawing on a wealth of psychological research in the field of creativity, David H. Cropley and Arthur J. Cropley illustrate practical methods for conceptualizing and managing organizational innovation. They present a dynamic model of the interactions between four key components of creativity - product, person, process, and press - which function as building blocks of innovation. This volume sheds new light on the nature of innovative products and the processes that generate them, the psychological characteristics of innovative people, and the environments that facilitate innovation. It also fills a significant gap in the current literature by addressing the paradoxical quality of organizational innovation, which may be both helped and hindered by the same factors. The authors demonstrate that with proper measurement and management, organizations can effectively encourage individuals to produce and take advantage of novel ideas.

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