



Idea Work: Lessons of the Extraordinary in Everyday Creativity

By Arne Carlsen, Stewart Clegg, Reidar Gjersvik

J W Cappelen's Forlag AS, Norway. Paperback. Book Condition: new. BRAND NEW, Idea Work: Lessons of the Extraordinary in Everyday Creativity, Arne Carlsen, Stewart Clegg, Reidar Gjersvik, What does it take to find oil in an area where many have tried, but failed? What does it take to design buildings that become prize-winning cultural landmarks? And what can the best architects, oil explorers, business lawyers, journalists, and business developers within banking and trading analysis have in common? Idea Work can provide the answers. This book builds on a four-year research project and describes what extraordinary idea work looks like in practice. The authors take you behind the scenes of some of Norway's leading companies and show how surprisingly similarly they work when they are working creatively to develop and realise new ideas. The book gives us, for example, a glimpse of how Snohetta designed the Opera and the 9/11 memorial, and how explorers at Statoil discovered the most oil of all oil companies in the world in 2011. Narratives are presented on how prepping, sketches, pin-ups, drama, wonder, and punk are important aspects of the extraordinary. Examples are supported by theory, placing this book at the forefront of international research....



READ ONLINE
[4.08 MB]

Reviews

An incredibly amazing ebook with perfect and lucid answers. It is written in basic terms and never difficult to understand. It's been written in an exceptionally basic way and it is only right after I finished reading this ebook in which in fact modified me, affect the way I really believe.

-- Beverly Hoppe

Extremely helpful for all class of individuals. Better than never, though I am quite late in start reading this one. I realized this publication from my I and dad suggested this ebook to discover.

-- Adela Schroeder II