

**Judul:**

The myths of creativity : the truth about how innovative companies and people generate great ideas

**Pengarang/Penulis:**

Burkus, David, 1983-, author

**Subjek:**

Creative ability in business; Creative thinking; New products; Technological innovations

**Nomor Panggil:**

658.314 BUR m (1)

**Penerbitan:**

Jossey-Bass

**Link Terkait:**

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)