



Jamming: Art and Discipline of Business Creativity

By John Kao

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In today's competitive environment, creativity is no longer an option. Companies that understand how to manage creativity in their people, organize for creative results and willingly implement good new ideas will triumph.

In *Jamming*, John Kao also offers an approach that demystifies a topic traditionally confounding to businesspeople everywhere. He begins by showing how creativity, like the musical discipline of jazz, has a vocabulary and a grammar. It is a process, and because of that it can be observed, analyzed, understood, replicated, taught and managed. He explains how creativity needs a particular environment in which to blossom and grow. Like musicians in a jam session, a group of businesspeople can take an idea, challenge one another's imagination and produce an entirely new set of possibilities. Kao reveals how managers can stimulate creativity in their employees, explores the impact of information technology on creativity, looks at the globalization of creativity and shows how to ensure the loyalty of people who design, build and deliver today's vital products and services.

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Editorial Review

Amazon.com Review

What value does your company put on creativity? It's not just media and high-tech companies that have to invest in the creative minds of their employees: **every** organization must make creativity a top priority in order to last beyond the next reporting period. In **Jamming**, John Kao shows how high-performance companies have learned the lessons of creativity to leap ahead of obsolete competitors. They have learned to make creativity tangible and actionable, they practice a new managerial mindset, and they have learned to leverage information technology to enhance creative collaboration. From clearing the obstacles to organizational creativity to conducting a "creativity audit" that assesses the current value of your company's creativity, **Jamming** shows business leaders, managers, and entrepreneurs how to take their companies to an entirely new level of success and growth by fostering an environment that will anticipate tomorrow's needs.

From Publishers Weekly

It took a Chinese American student listening to jazz and jamming with a group of African Americans at a private boarding school to internalize the polar tensions between musical score and improvisation and come up with a formula for creativity. Kao, now a professor at Harvard Business School, has been using the jamming metaphor to teach creative entrepreneurship for 14 years. In business, the score is not a musical theme but an idea, process or question that takes on new dimensions when bandied about by a group. This business version of jamming, Kao says, is the creative advantage that can give a company a competitive edge. Kao tells how to audit and manage creativity and describes techniques for clearing the mind to render it receptive to the improvisational flow. Never was the need or the opportunity so great, he claims, as now amid the deluge of information descending from cyberspace. Chapters end with a list of "riffs," or pithy tips for business leaders. Kao offers succinct advice cleverly packaged.

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From Library Journal

Kao (entrepreneurship, Harvard Business Sch.), who is also a jazz pianist, describes the developmental process of business creativity through the analogy of jazz. He argues that promoting creativity within a corporation is no longer optional but an integral element of business success. Kao writes in a conversational style, offering examples of major corporations that show the benefits of corporate creativity and the methods used to design a program. The appendix contains "The Creativity Toolkit," a guidebook to the discipline from the perspective of individuals, managers, and leaders. Several recent books have been written in the area of business creativity (e.g., Bryan Martimore's 99% Inspiration: Tips, Tales & Techniques for Liberating Your Business Creativity, AMACOM, 1994). Missing from this one are creativity exercises and bibliographical references. Not an essential purchase, but larger business collections may wish to consider. Kathy Shimpoock-Vieweg, Muchmore & Wallwork Lib., Phoenix, Ariz.

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Users Review

From reader reviews:

Edward Christensen:

This book untitled Jamming: Art and Discipline of Business Creativity to be one of several books this best seller in this year, here is because when you read this publication you can get a lot of benefit on it. You will

easily to buy this book in the book retailer or you can order it by using online. The publisher in this book sells the e-book too. It makes you more easily to read this book, since you can read this book in your Mobile phone. So there is no reason to you to past this guide from your list.

Pedro Engle:

Typically the book *Jamming: Art and Discipline of Business Creativity* will bring you to the new experience of reading a new book. The author style to explain the idea is very unique. If you try to find new book you just read, this book very ideal to you. The book *Jamming: Art and Discipline of Business Creativity* is much recommended to you to study. You can also get the e-book from your official web site, so you can quickly to read the book.

Mindy Martinez:

Reading a reserve tends to be new life style in this particular era globalization. With looking at you can get a lot of information that may give you benefit in your life. Along with book everyone in this world could share their idea. Ebooks can also inspire a lot of people. A lot of author can inspire their reader with their story or maybe their experience. Not only the storyline that share in the guides. But also they write about the knowledge about something that you need instance. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors on this planet always try to improve their ability in writing, they also doing some analysis before they write to the book. One of them is this *Jamming: Art and Discipline of Business Creativity*.

Eric Saunders:

Reading can called mind hangout, why? Because if you find yourself reading a book particularly book entitled *Jamming: Art and Discipline of Business Creativity* your thoughts will drift away trough every dimension, wandering in most aspect that maybe unfamiliar for but surely might be your mind friends. Imaging each word written in a guide then become one form conclusion and explanation that maybe you never get before. The *Jamming: Art and Discipline of Business Creativity* giving you a different experience more than blown away your thoughts but also giving you useful data for your better life with this era. So now let us teach you the relaxing pattern is your body and mind will probably be pleased when you are finished examining it, like winning a game. Do you want to try this extraordinary shelling out spare time activity?

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