

No More Teams!: Mastering the Dynamics of Creative Collaboration

Michael Schrage

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For organizations that care about innovation, individual creativity isn't enough anymore -- people need to be in creative, collaborative relationships. But without the knowledge and tools for building these relationships, innovation expert Michael Schrage argues, one will not be successful in the offices of today and even less so in the "virtual" offices of tomorrow. No More Teams gives readers the tools and techniques to go beyond the lazy cliches of "teamwork" to the practical benefits of collaboration. When Schrage studied the world's greatest collaborations -- including Wozniak and Jobs, Picasso and Braque, Watson and Crick -- he found that instead of relying on charisma, they all created "shared spaces" where they could play with their ideas. By effectively using technological tools available in most workplaces -- anything from a felt tip pen and a napkin to specialized computer software - -you can literally map your discussion as it is happening, making it possible to keep all the good ideas, cope with every objection, handle conflicts as they arise, and, ultimately, master the unknown.



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