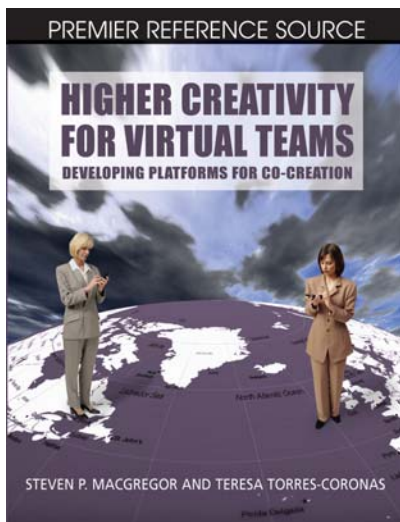


New Release

June 2007



Higher Creativity for Virtual Teams: Developing Platforms for Co-Creation

Edited by: Steven P. MacGregor, IESE Business School, Barcelona, Spain and Teresa Torres-Coronas, Universitat Rovira i Virgili, Spain

Advances in information communication technology tools are set against a backdrop of globalizing industries and markets, and international mergers, takeovers, and alliances, which invariably lead to more widely distributed collaboration, both formal and informal. The concept of creativity is often at the core of such proactive decisions.

Higher Creativity for Virtual Teams: Developing Platforms for Co-Creation collects a defining body of research on the concept of creativity as a specific objective for virtual teams. The international authorities contributing to this Premier Reference Source present a complete set of tools and technologies aimed at leveraging ideas from different locations in an organization to harness creativity and deliver innovation. By providing a comprehensive reference to the state of research in the field, this reference work adds immense value to libraries worldwide.

"You have in your hands an extraordinary opportunity to sample the experiential wisdom of some extraordinarily bright people who have been struggling to empower creativity in virtual teams."

–Larry Leifer, Founding Director, Center for Design Research, Stanford University, USA

Topics Covered:

- Asynchronous virtual teams
- Creativity in virtual teams
- Design dialogue
- Enabling creative virtual teams in SMEs
- Global virtual project teams
- Media ensembles and new product team creativity
- Spatial environments
- Tools and technology to support creativity in virtual teams
- Virtual collaboration

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Table of Contents:

Section I: Tests: Discovering Insights for Creative Success in Virtual Teams

Chapter I: Modeling Work Processes and Examining Failure in Virtual Design Organizations

Chapter II: Creativity in Asynchronous Virtual Teams: Putting the Pieces Together

Chapter III: Educating Future Product Developers in Virtual Collaboration: Five Years of the E-GPR Course

Chapter IV: Media Ensembles and New Product Team Creativity: A Tree-Based Exploration

Chapter V: The Building Blocks for Creativity in Virtual Teams

Section II: Tales: From the Battlefield of Virtual Team Practice

Chapter VI: Fostering Creativity in Global Virtual Teams: Conversations with Team Leaders

Chapter VII: Rethinking Virtual Teams for Streamlined Development

Chapter VIII: Enabling Creative Virtual Teams and SMEs

Chapter IX: Virtual Teams and Creativity in the Mondragon Cooperative Corporation

Chapter X: Virtual Teams in Practice: Tales from the Battlefield of the Fuzzy Front End of the Innovation Process

Section III: Tools: Unlocking the Power of Virtual Teams for Creativity

Chapter XI: Tools and Technology to Support Creativity in Virtual Teams

Chapter XII: Enhancing Flexibility in Dispersed Product Development Teams

Chapter XIII: A Spatial Environment for Design Dialogue

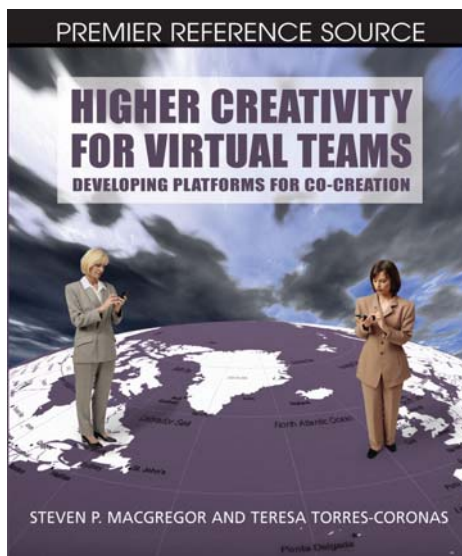
Chapter XIV: ICE: Interactive Coinnovation Environment

Chapter XV: A Virtual Environment to Support the Distributed Design of Large Made-to-Order Products

About the Editors:

Steven P. MacGregor is an innovation consultant based in Barcelona and a research fellow at IESE Business School where he works across two research streams-business innovation and business in society. He also teaches at the University of Girona and the European University and is part of various working groups and advisory panels in Brussels, including the European Regions Research and Innovation (ERRIN) network. Dr. MacGregor previously held a Spanish government-funded post-doctoral post within the Mondragón Corporation in the Basque Country, the largest industrial cooperative in the world. He is a visiting professor at ETEO, the Business School of the University of Mondragón. He holds a PhD in engineering design management from the University of Strathclyde in Glasgow and has completed visiting researcher positions within university design, engineering and computer science centres at Stanford, Carnegie Mellon, and Calgary. He was listed in Marquis Who's Who in Science & Engineering (2003) at age 25 and has published in *Business Week*, the *Journal of Product Innovation Management*, and the *European Journal of Innovation Management*. An international level duathlete, he directs a sports tour company in Girona.

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