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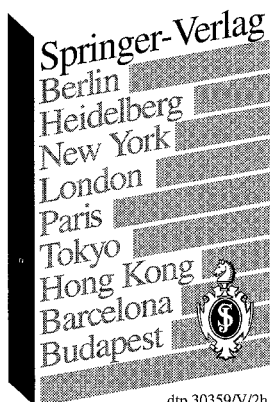
"This is one of those books that you cannot put down once you have started to look in it. It is a book that I wish had been available many years ago when, as a young newly appointed scientific manager, I was struggling with a mass of new ideas, rules, procedures, etc.: it would have saved me (and, no doubt, some of those I was managing) a great many headaches.

... **Managing Creativity in Science and High-Tech** bears proof of his (i.e. Kay's) vast experience in managing scientific and technological research and development. Many of his ideas will cause not a few eyebrows to be raised: 'Employees have a right to know where they stand'; 'In the world of hi-tech, women are underrepresented'; 'The need for praise and recognition is never fully satisfied'; 'Don't compete with the people you manage'. Some other findings in the book might with advantage be adopted by many an organisation: 'Bureaucracy is the antithesis of creativity. In a hi-tech environment where creativity is to be nurtured, introduction or change of any administrative procedure should be subject to line management concurrence' and 'Be adamant in rejection of procedures that are defended purely on the basis of their long-lived existence. Creativity can only flourish in an environment that allows for change'.

The book is an absolute must for all engaged in the hi-tech industry, university and government laboratories, and engineers and scientists in, or moving to, administrative positions."

*Elektor Electronics*

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