**Abstract**

Creative capital: the arsenal of creative thinkers whose ideas turn into valuable products and services. Creative employees pioneer new technologies, birth new industries, and power economic growth. But the process by which they do all this is complex and chaotic. How to manage your firm’s creative capital so it delivers maximum value—increasing efficiency, improving quality, and raising productivity? Help employees do their best work by engaging them intellectually and eliminating distractions.Make all managers responsible for sparking creativity, removing arbitrary distinctions between “suits” and “creatives.”Engage customers as creative partners so you deliver superior products