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ED 9810 Leadership Talk Video

Title: Leading for Innovation in a Culture of Control

Abstract: This speech applies several theories and related research about organizational control, conformity, creativity and collective genius to the problem of leading managers to be effective leaders for new staff to be hired by the library. A brief review of relevant literature and an explanation of the scenario to be addressed frame the research problem. With a practical, simple starting plan, the speaker shows how to connect organization theory to real-world practice.

Keywords: organizational control, conformity, creativity, collective genius, libraries

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