

FIGURE 1. A THEORETICAL FRAMEWORK OF CREATIVE KNOWLEDGE WORK (125 words)

		STYLES OF WORKING	
		Individually	Collaboratively
S I N G L E	Amplifications of work approaches: Technologists (Drucker, 1993) Informed workers (Zuboff, 1988) Geeks & Shrinks (Reich, 2001)		Amplifications of work approaches: Specialists & Operators (Nonaka & Takeuchi, 1995)
	Amplifications of creative descriptions by: Gardner (1999) von Hippel (2006)	1	Amplifications of creative descriptions by: Csikszentmihalyi (1988) von Hippel (2006) 2
M U L T I	Amplifications of work approaches: Technologists (Drucker, 1993) Geeks & Shrinks (Reich, 2001)		Amplifications of work approaches: Engineers & Officers/ Leaders (Nonaka & Takeuchi, 1995)
	Amplifications of creative descriptions by: Gardner (1999) von Hippel (2006)	4	Amplifications of creative descriptions by: Csikszentmihalyi (1988) Sternberg et al. (2004) von Hippel (2006) 3