



## References

Here you will find a set of miscellaneous materials that give more background to creative strategy. The first section is a brief summary of the method that you might want to use as a reference guide as you proceed through it. The second section is a review of the sources I found in my own what-works scan of strategy and innovation. These sources enabled me to put together the idea of strategic intuition that creative strategy puts into practice. The last section lists books and articles I refer to in the text.

