

CREATIVITY VERSUS PROBLEMS IN EXPLORATION

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Creative people are hard to find and also hard to identify for sure. If you find them and hire them, their creativity will further depend on the environment in which they work. It takes real effort and intelligence on the part of management to plan and administer an organization in which creativity thrives. Although much discussion of creatitivity applies to research scientists, the same factors and rules which encourage creativity in research will, if applied, yield a superior product in oil exploration.