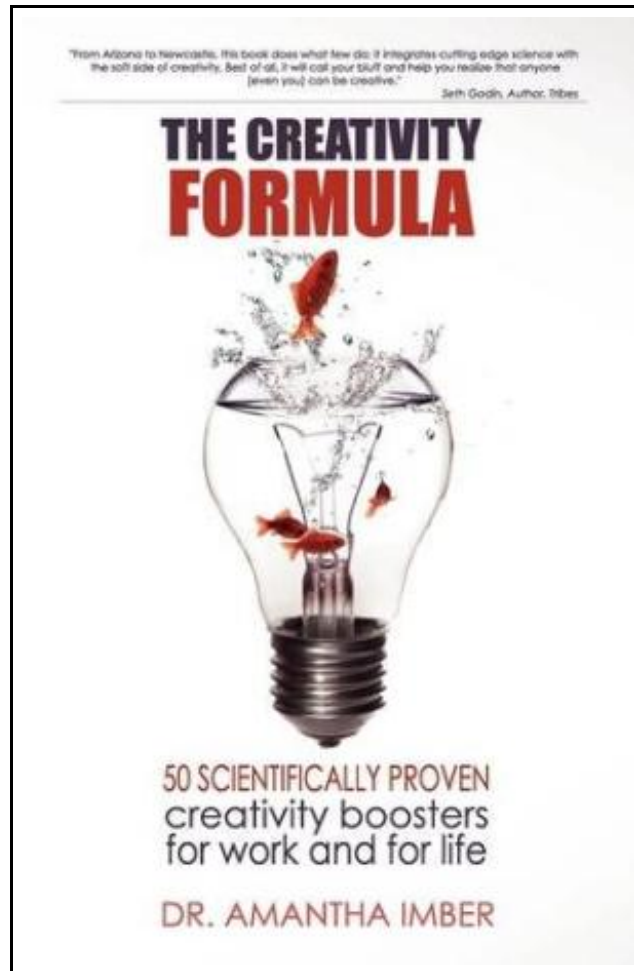


The Creativity Formula: 50 Scientifically-Proven Creativity Boosters for Work and for Life



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Reviews

*Merely no words and phrases to describe. I really could comprehend almost everything using this created e pdf. Your daily life period will be change once you full reading this ebook.
(Mr. Ladarius Stoltenberg)*

THE CREATIVITY FORMULA: 50 SCIENTIFICALLY-PROVEN CREATIVITY BOOSTERS FOR WORK AND FOR LIFE



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Liminal Press. Paperback. Book Condition: New. Paperback. 192 pages. Dimensions: 8.4in. x 5.5in. x 0.5in. Love may make the world go around but its creativity that drives it forward. Unfortunately, creativity is often viewed as something that is elusive and unpredictable, a quality only owned by creative types. Psychologists have now demonstrated that we can all be more creative in our thinking. They have rigorously researched the conditions and techniques that allow people to maximise their ability to think creatively about problem solving and the way forward. There is, in fact, a formula and it isn't difficult. The Creativity Formula draws on that research to provide 50 simple and scientifically-proven ways to improve their creative thinking ability instantly. Its easy techniques will lead to more effective problem solving in both work and life and a business that gets ahead and stays ahead by out-thinking and out-innovating its competitors. Some of the things you will learn in this book: The leadership style that drives creativity. Why financial rewards kill creativity. The optimal team size for creative thinking. How particular types of images generate innovative ideas. The colours that boost creative thinking. From Arizona to Newcastle, this book does what few do: it integrates cutting edge science with the soft side of creativity. Best of all, it will call your bluff and help you realise that anyone (even you) can be creative. Seth Godin, author, *Tribes* In plain English, with great verve, Amantha Imber translates hundreds of psychological studies into workable tactics for awakening creativity. If you catch some of your friends squeezing an object with their hand (won't tell you which one!) before an important meeting, you know they've read Amantha Imber's marvellous book. It has 49 further practical, scientifically established strategies for making all of us as creative as we dream...



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