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Nota di bibliografia	Includes bibliographical references (p. [343]-356) and index.
Nota di contenuto	Creativity Unlimited: Thinking Inside the Box for Business Innovation; Contents; Acknowledgements; 1: Why this book?; PART I: It ' s About Success; 2: Why creativity?; 3: Are you creative?; 4: Why is creativity so important?; 5: Isn ' t creativity dangerous?; PART II: Think Inside the Box; 6: What is creativity?; 7: The creative result; 8: The creative process; 9: The creative person; 10: Thinking inside the box; PART III: Expanding the Box; 11: The four walls of the box; 12: The first wall: conventions and rules; 13: The second wall: common sense; 14: The third wall: physiology 15: The fourth wall: consciousnessPART IV: Filling the Box; 16: There ' s no such thing as ' useless ' knowledge; 17: The brain is lazy; 18: The power in brands; 19: Associations; 20: The context rules; PART V: Shaking the Box; 21: Preparations for the final step; 22: Shaking the box side to side; 23: Shaking the box up and down; PART VI: Congratulations:You ' ve Become Smarter; 24: Are you a creative business innovator?; Further Reading; Index

## Sommario/riassunto

Flying in the face of current thinking, this book suggests that we do not need to 'think outside the box' in our quest for creativity, rather we should rethink the way we look 'inside the box'. This idea will resonate only too well with those who have endeavoured to be creative by thinking outside that box, only to have their attempts scuppered by the constraints of bureaucracy and organizational politics. Instead of fighting a losing battle, the author suggests that creativity should be worked at within the constraints of the organizational box, but that space needs to be grown and allowed

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