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Titolo	Instant creativity [[electronic resource] ] : simple techniques to ignite innovation & problem solving // Brian Clegg and Paul Birch
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Altri autori (Persone)	BirchPaul <1956->
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Nota di contenuto	Contents; 1 Why creativity?; 2 Creativity primer; 3 The techniques; 4 Techniques 1; 5 Techniques 2; 6 Other sources; Appendix 1 The Selector; Appendix 2 Lists for techniques
Sommario/riassunto	Instant Creativity is a collection of tried and tested techniques to encourage individuals and groups make the most of their creativity. It offers over seventy quick and simple exercises to help find fresh ideas and solutions to problems. It is designed for combating a lack of inspiration, for brainstorming ideas for new projects, creating a better understanding of an ongoing problem or for seeking a general direction. The range of ideas will help tap into the creative energies of any individual or an uninspired team. They are particularly useful for marketers, advertising professionals and pr