

1. Record Nr.	UNINA9910154599203321
Titolo	In Your Creative Element : The Formula for Creative Success in Business
Pubbl/distr/stampa	Kogan Page Ltd, 2016
ISBN	9780749477332 0749477334
Descrizione fisica	1 online resource (257 p.)
Disciplina	658.4063
Soggetti	Creative ability in business Success in business Chemical elements
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	<ul style='padding-top:0;padding-left:0;list-style:none;'><li><ul style='padding-top:0;list-style:none;'><li>Chapter -- 1: Values: what are your creative values and how do these affect your approach to creativity?</li><li>Chapter -- 2: Characteristics of creative people: what makes us creative and can we change our behaviour to enhance it?</li><li>Chapter -- 3: Characteristics of creative companies: how to develop a creative culture</li><li>Chapter -- 4: Purpose: Why does creativity matter? What do we do it for?</li><li>Chapter -- 5: The creative process: ten elements which can instantly transform your planning process forever</li><li>Chapter -- 6: The Creative toolkit: 20 never-fail creativity tools, whatever the problem</li><li>Chapter -- 7: The Creative Mind: Neuroscientist Ben Martynoga's whistle-stop tour of your grey matter to find an optimal state to create</li><li>Chapter -- 8: Criteria: How to spot the BIG idea and make it work</li><li>Chapter -- 9: Putting it all together: your creative experiment -- unlock the potential of your personal formula and learn how to use it</li></ul></li></ul>
Sommario/riassunto	SHORTLISTED: CMI Management Book of the Year 2018 - Innovation and Entrepreneurship Category In Your Creative Element helps readers identify a personal creativity formula for success, and kick-starts the creative journey. It provides personalized insights so that

readers can develop their knowledge and skills and their own formula to unlock creativity and apply it in any context. *In Your Creative Element* is an original work on one of the hottest topics in business written by a creative director who has made it her business to unpick how and why creative ideas are born, develop and survive or die. The author has identified 62 elements that affect creativity and has created a unique 'Periodic Table of Creative Elements'. This simple framework adds logic and science to the concept of creativity and can be explored by anyone to find which creative elements are most important to them and to transform their approach to creativity. Highly practical and packed with case studies and tips from creative experts and organizations including Google, Netflix, Pixar, the NHS, the United Nations and Twitter as well as some of the world's most successful advertising agencies, *In Your Creative Element* provides inspiration and practical advice for readers who recognize that creativity is essential for business success but who do not know where to begin to unlock their creative potential.

---