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Autore	Stein Eric W.
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Nota di contenuto	1. The big picture -- 2. Know your worldview -- 3. Capitalize on your strengths -- 4. Cultivate your improvisational capacity -- 5. Develop your design proficiency -- 6. Expand your scientific and experimental mind -- 7. Deepen your aesthetic awareness -- 8. A plan for action -- Appendix -- Notes -- References -- Index.
Sommario/riassunto	The focus of this book is how to maximize your creative potential both professionally and personally. A central theme of this book is that successful creative expression is a function of hard work and discipline rather than innate talent or genius. Reaching your creative potential requires an open mind. To begin, we discuss some of mental models that facilitate or impede your development as a creative person. The book also identifies specific ways a person can accelerate his or her progress as a creative person.