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Nota di contenuto	Introductory framework and overview -- Ping-pong, part I: collaborative brainstorming of an insight-intensive team -- Ping-pong, part II: development, elaboration, and evaluation of concepts by an insight-intensive team -- "We had one idea that we liked a lot": the invention of a preparation- and evaluation-intensive team -- Less divergence than convergence: analysis of a preparation- and evaluation-intensive team's invention and the end of the hunt -- Collaboration envisioned.