

1. Record Nr.	UNINA9910463777703321
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Titolo	Cracking the creativity code : zoom in/zoom out/zoom in framework for creativity, fun, and success // Arie Ruttenberg & Shlomo Maital
Pubbl/distr/stampa	New Delhi : , : SAGE, , 2016
ISBN	93-5150-451-4 93-5150-801-3 93-5150-130-2
Descrizione fisica	1 online resource (168 p.)
Disciplina	153.3/5
Soggetti	Creative ability Success Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; 9 - How Come Nobody Thought of That Before?; 1 - Your Brain as a PC; 2 - Your Imagination; 3 - Taking the Imagination Elevator to the Land of Unlimited Possibilities; 4 - Creativity in Action; 5 - So-How in the World Do You Create?; 6 - Build Your Creativity Muscles; 7 - What Scholars Know about Creativity; 8 - On Becoming Walter Mitty; Epilog; Index; About the Authors
Sommario/riassunto	Creativity is an acquired skill, one that improves with practice. This title shows you how! The book provides a proven method for generating world-changing ideas. It empowers individuals who have given up on their innate creativity, who believe that they have lost their creative powers through years of disuse. In a light, entertaining style, the authors describe their unique, structured approach to creativity. To bring the reader closer to this lost art, the authors present a 'Zoom in, Zoom out, Zoom in' technique to make 'creation' more accessible to everyone.