

1. Record Nr.	UNINA9910784819003321
Autore	Razeghi Andrew <1970->
Titolo	The riddle [[electronic resource]] : where ideas come from and how to have better ones // Andrew Razeghi
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2008
ISBN	1-281-22186-4 9786611221867 0-470-22912-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (257 p.)
Disciplina	153.3/5
Soggetti	Creative ability Creative ability in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 229) and index.
Nota di contenuto	The innovation intent -- The gods must be crazy (or is it just me?) -- The eureka moment -- It came to me in a dream -- In the mood for innovation -- Endlessly intriguing : curiosity -- Painfully obvious : constraints -- Distantly related : connections -- Diametrically opposed : conventions -- Suddenly brilliant : codes.
Sommario/riassunto	While organizations claim to value creativity, they are often at a loss when attempting to conjure up novel ideas, particularly in a world where technology has made information readily available to everyone. As a result, leaders ask, ""Where will the next big idea come from?"" In response, they allocate significant resources for innovation; however the source of creative inspiration has remained a mystery. Science has shown that it's possible to create conditions under which the mind is more prepared to have insights, or ""a-ha! moments."" In this fascinating book, Andrew Razeghi examines th