

1. Record Nr.	UNINA9910786260503321
Autore	Sawyer Keith
Titolo	Zig zag [[electronic resource]] : the surprising path to greater creativity // Keith Sawyer
Pubbl/distr/stampa	San Francisco, Calif., : Jossey-Bass, 2013
ISBN	1-118-53911-7 1-299-24237-5 1-118-53922-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (288 p.)
Disciplina	153.3/5 153.35
Soggetti	Creative ability
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 and index.
Nota di contenuto	Ask: how the right questions lead to the most novel answers -- Learn: how to prepare your mind for constant creativity -- Look: how to be aware of the answers all around you -- Play: how to free your mind to imagine possible worlds -- Think: how to have way more ideas than you'll ever need -- Fuse: how to combine ideas in surprising new ways -- Choose: how to pick the best ideas and then make them even better -- Make: how getting your ideas out into the world drives creativity forward.
Sommario/riassunto	A science-backed method to maximize creative potential in any sphere of life With the prevalence of computer technology and outsourcing, new jobs and fulfilling lives will rely heavily on creativity and innovation. Keith Sawyer draws from his expansive research of the creative journey, exceptional creators, creative abilities, and world-changing innovations to create an accessible, eight-step program to increasing anyone's creative potential. Sawyer reveals the surprising secrets of highly creative people (such as learning to ask better questions when faced with a problem), demonstrate