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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.