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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 : illustrations |
| Disciplina | 153.35 |
| Soggetti | Creative ability Success |
| 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. |