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Autore	Rawling Steve
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Nota di contenuto	Cover -- Half Title Page -- Title Page -- Copyright Page -- Contents -- About the author -- Acknowledgements -- How to use this book -- Chapter 1 BE MORE CREATIVE -- Speed read -- 1.1 Defeat habit with originality -- 1.2 Divergent thinking -- 1.3 Lateral thinking -- 1.4 Convergent thinking -- 1.5 Time and space -- 1.6 Group dynamics -- 1.7 Choose the right tools for the job -- Big picture -- 1.1 Defeat habit with originality -- 1.2 Divergent thinking -- 1.3 Lateral thinking -- 1.4 Convergent thinking -- 1.5 Time and space -- 1.6 Group dynamics -- 1.7 Choose the right tools for the job -- Chapter 2 YOUR CREATIVE MISSION -- Speed read -- 2.1 Imagine a world without you -- 2.2 Apply the power of why -- 2.3 What's your problem? -- 2.4 The lizard, the chimp and the business exec -- 2.5 Four ways of seeing -- 2.6 Give and take -- 2.7 Tweet simplicity -- Big picture -- 2.1 Imagine a world without you -- 2.2 Apply the power of why -- 2.3 What's your problem? -- 2.4 The lizard, the chimp and the business exec -- 2.5 Four ways of seeing -- 2.6 Give and take -- 2.7 Tweet simplicity -- Chapter 3 INSIGHTS AND HOOKS -- Speed read -- 3.1 That's funny . . . -- 3.2 Burst your filter bubble -- 3.3 Make connections -- 3.4 Use contradictions -- 3.5 Field trips and freshness stores -- 3.6 What's my

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## Sommario/riassunto

If you're a busy manager, looking for fast, focused guidance on how to make impact now then this book is for you. Discover vital, quick-fix, do-it-now ideas and techniques for instant impact and fast learning, as well as more detailed guidance for deeper knowledge. Your two-track way to get ahead.

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