



Cracking Creativity: The Secrets of Creative Genius

Michael Michalko

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The field of business creativity is gaining more and more attention as new and better ideas, products and services emerge. This text presents strategies and ideas that should prove useful for all those seeking that first great marketing idea.

Cracking Creativity: The Secrets of Creative Genius Details

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Ahmed Mansour says

Roger Perales says

Read this for one of my MBA classes. Good book on various techniques to be creative. Brainstorming is only one of many techniques to come up with new ideas.

Gokhan Gerezlioglu says

Okullarda bize nasılsız düşüneceğimizi öğrenmek yerine ne düşüneceğimizi öğreniyoruz. Okula soru işaretleri olarak girdik ve bir nokta olarak mezun olduk!

Alternatifleri araştırmak yerine problemlere çözüm bulmak için tekrar tekrar aynı yöntemleri yineliyoruz. Ya da dar fikirlere yöneliyoruz ve yanlış olduklar mı? kanıtlanana kadar onlara saplanıp kalmayız! Başkalarının çözümlerini doğru kabul edip daha başka çözümlerin hatta daha iyisinin olduğunu kafa yormuyoruz!

Bu kitab? okumay?n..

Sameh Maher says

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Dartsya says

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Denis Vasilev says

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brian dean says

This is a good book for a teacher or someone who intends to actively participate in it; simply reading the book is fine but limiting. The ideas and strategies for improving your creativity in a variety of settings sound great and I suspect they will work well. Still, you need to put the techniques to practice to really benefit from this book.

I am moving house at the moment, and not feeling settled enough to be following the instructions: I read them and feel they should work and I hope to follow through soon.

As a teacher, I intend to incorporate many of the techniques in my lessons and see this book as a great teacher's aid.

rst5678 says

Very interesting book... a collection of research relating to thought processes of famous thinkers... past and present. Provides ideas on how to creatively think through problems.

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"????? ?? ?? ??? ??????" -

"Seeing what no one else is seeing"

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"??????? ??? ?? ??? ??? ??????" -

"Thinking what no one else is thinking"

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"Knowing how to see"

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"Making your thoughts visible"

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"Thinking fluently"

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"Making novel combinations"

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"Connecting the unconnected"

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"Looking at the other side"

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"Looking in other worlds"

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"Finding what you're not looking for"

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"Awakening the collaborative spirit"

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Christopher Butson says

It offers some solid advice on creativity, however it is very repetitive (could be 1/3 the length it is). It is full of information that can easily be found through a quick google search or reading any other book on the subject. Michalko has written plenty of other books and articles with the same information.

Bogdan says

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Oleksandr Golovatyi says

I liked the book very much. The author describes many different creative approaches for the creative solution of problems and the generation of ideas.

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Gerhard says

Not as good as 'jump start your brain' by Doug Hall, but a lot of the techniques are the same, and the stories of historical creative geniuses are pretty sweet. an easy read.
