

Instant Creativity: Simple Techniques To Ignite Innovation & Problem Solving, Paul Birch

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Instant Creativity is a collection of tried and tested techniques to encourage individuals and groups to make the most of their creativity. It offers over 70 quick and simple exercises to help find fresh ideas and solutions to problems. It is designed to assist in combating low inspiration, brainstorming ideas for new projects, creating a better understanding of an ongoing problem, or for seeking a general direction. The range of ideas will help tap into the creative energies of any individual or an uninspired team. They are particularly useful for marketers, advertising professionals, and project designers. Author: Clegg, Brian Author: Birch, Paul Publisher: Kogan Page Illustration: N Language: ENG Title: Instant Creativity: Simple Techniques to Ignite Innovation & Problem Solving Pages: 00186 (Encrypted PDF) On Sale: 2007-02-28 SKU-13/ISBN: 9780749448677 Category: Business & Economics : Motivational

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