



# Group Genius: The Creative Power of Collaboration

*Keith Sawyer*

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## **Group Genius: The Creative Power of Collaboration** Keith Sawyer

Creativity has long been thought to be an individual gift, best pursued alone; schools, organizations, and whole industries are built on this idea. But what if the most common beliefs about how creativity works are wrong? *Group Genius* tears down some of the most popular myths about creativity, revealing that creativity is *always* collaborative—even when you're alone. Sharing the results of his own acclaimed research on jazz groups, theater ensembles, and conversation analysis, Keith Sawyer shows us how to be more creative in collaborative group settings, how to change organizational dynamics for the better, and how to tap into our own reserves of creativity.

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