



Idiot's Guides: Unlocking Your Creativity

Doreen Marcial Poreba

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Creativity is the engine that drives business innovation, and it's also the path to personal self-fulfillment. Unfortunately, the busier and more complicated life gets, the more difficult it is to relax and let creative ideas flow. *Idiot's Guide: Unlocking Your Creativity* helps readers get past the barriers that keep them from being creative at work and in their daily lives.

In this book readers get:

- A tangible overview of creative thinking and the creative process, and how getting better at it will improve work performance as well as personal happiness.
- Advice for leading or being part of a creative team, and how best to work together to come up with solutions and innovations.
- Dozens of engaging exercises to help jump-start creativity.
- Tips for creative problem solving as an individual or team.
- Stories of how people have faced and overcome creative challenges in a variety of situations.
- Help with finding a creative outlet that matches ones interests and talents and makes them feel excited.
- A systematic process for learning to bring creativity to every aspect of one's life.

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