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magical science of storytelling |  
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Elizabeth Gilbert Harnessing Your  
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On Another Level (Amazingly  
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Who Are On Another Level

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exhausted brain | Brady Wilson |

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The implications here for creativity should become obvious. The mindset of those in power promotes cognitive flexibility, set-breaking and abstract thinking. Therefore, powerful individuals



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The Power of Creativity: Four  
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Creativity and Innovation in the  
Workplace. A survey of CEOs

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revealed that they most valued the skill of creativity, the ability to solve problems, the tendency to come up with new solutions, and the use of brainpower to figure things out when asked, "What is the skill you value most in people?"

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THE POWER OF CREATIVITY We

are all beautifully creative humans. I believe that the more creativity we can incorporate into our day-to-day lives the more

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fulfilling, interesting and  
meaningful our lives become.  
Here, I share a few thoughts on  
why it's important and some ways  
to think about everyday  
creativity.

THE POWER OF CREATIVITY —

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HELEN WELLS ARTIST

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Healing Power of Creativity: The  
key steps for finding your true

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Self and entering into the healing  
power of creativity for reclaimed  
aliveness are these: 1) Find your  
heart's deepest longing, question,  
or desire. What at the very very  
core of your being is most  
important to you?

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THE HEALING POWER OF  
CREATIVITY - rondalarue

The Power of Creativity is a highly motivating book that's sure to get those often elusive creative juices flowing. It's filled with plenty of inspiring and practical advice for readers. I particularly liked the



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author's suggestion of writing a  
personal mission statement.

The Power of Creativity: Learning  
How to Build Lasting ...

3. Associate with creative people.  
Creative people tend to have the  
power to see what might be and

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associating with them will spark new ideas and ways of looking at things. Look for people who are fun to talk to and have a keen sense of interest in life. An individual who will force you to exercise your imagination, as you interact with them.

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Developing Creativity & Creative  
Thinking Skills | KSL ...

Breakpoint and Beyond:

Mastering the Future Today by  
George Land and Beth Jarman  
(1992). The Creativity Crisis: The  
Decrease in Creative Thinking

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Scores on the Torrance Tests of  
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Research Journal, Volume 23,  
Issue 4, 2011. Encyclopedia of  
Giftedness, Creativity, and Talent  
By Barbara Kerr. If you look for it,  
you will also find a huge hidden  
benefit of sharing your ...

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How to Master Creativity and  
Uncover Your Creative Genius

Edward De Bono  
Serious creativity: using the  
power of lateral thinking to create  
new ideas. HarperBusiness. pp.  
338. ISBN 0-88730-635-7.

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[Lateral thinking - Wikipedia](#)

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the power of your creative  
mind. As competition and the pace  
of change intensify, companies

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How to be creative under  
pressure and turn ideas into  
action.

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The inventor of the process of lateral thinking offers a guide to enhancing creativity, updating the core concepts of his book, Lateral Thinking. 30,000 first printing. \$30,000 ad/promo.

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The must-read summary of  
Edward de Bono's book: "Serious  
Creativity: Using the Power of  
Lateral Thinking to Create New  
Ideas". This complete summary of  
the ideas from Edward de Bono's  
book "Serious Creativity" shows

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that creative thinking is vital for business success and that creativity is something you can learn. In his book, the author presents a rational and logical approach to creative thinking and introduces 12 tools and techniques that you can use. By

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Learning and applying the principles, you will be able to develop the lateral thinking skills needed for innovative reasoning and ensure success. Added-value of this summary:

- Save time
- Understand the key principles
- Expand your business knowledge

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To learn more, read "Serious  
Creativity: Using the Power of  
Lateral Thinking to Create New  
Ideas" to find out how you can  
develop your creativity and take  
your business to the next level.

If you want to be the best, focus

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On your most valuable asset: the power of your creative mind. As competition and the pace of change intensify, companies and individuals need to harness their creativity to stay ahead of the field. Under pressure, people often think they can't be creative;

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many more are convinced they  
are not creative at all because  
they have never been 'arty'.

Creative genius Edward de Bono  
debunks these common notions  
in this remarkable book. He  
shows how creativity is a  
learnable skill - one that everyone



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can use to improve their performance. He then explains how you can unlock your own creativity to reap the personal and professional rewards it will bring. Learn how to: be creative on demand with de Bono's step-by-step approach add value to

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ideas and turn them into financial  
assets boost creativity with the  
power of lateral thinking break  
free from old ways of thinking  
with creative challenging

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WALL STREET JOURNAL, LOS  
ANGELES TIMES, AND USA TODAY  
BESTSELLER □ Anyone—even  
you!—can learn how to harness  
the power of humor in business  
(and life), based on the popular  
class at Stanford's Graduate  
School of Business. Don't miss the

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Thinking' TED Talk, "Why great leaders take humor seriously," online now. "The ultimate guide to using the magical power of funny as a tool for leadership and a force for good."—Daniel H. Pink, #1 New York Times bestselling author of *When and Drive We are*

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Living through a period of unprecedented uncertainty and upheaval in both our personal and professional lives. So it should come as a surprise to exactly no one that trust, human connection, and mental well-being are all on the decline. This

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may seem like no laughing  
matter. Yet, the research shows  
that humor and laughter are  
among the most valuable tools  
we have at our disposal for  
strengthening bonds and  
relationships, diffusing stress and  
tension, boosting resilience, and

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performing when the stakes are high. That's why Jennifer Aaker and Naomi Bagdonas teach the popular course Humor: Serious Business at the Stanford Graduate School of Business, where they help some of the world's most hard-driving, blazer-

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wearing business minds infuse  
more humor and levity into their  
work and lives. In *Humor,*  
Seriously, they draw on findings  
by behavioral scientists, world-  
class comedians, and inspiring  
business leaders to reveal how  
humor works and—more



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Thinking—how you can use more of it, better. Aaker and Bagdonas unpack the theory and application of humor: what makes something funny, how to mine your life for material, and simple ways to identify and leverage your unique humor style. They

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show how to use humor to rebuild vital connections; appear more confident, competent, and authentic at work; and foster cultures where levity and creativity can thrive. President Dwight David Eisenhower once said, "A sense of humor is part of

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the art of leadership, of getting along with people, of getting things done.” If Dwight David Eisenhower, the second least naturally funny president (after Franklin Pierce), thought humor was necessary to win wars, build highways, and warn against the

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military-industrial complex, then  
you might consider learning it too.

## Edward De Bono

This book examines the  
increasing popularity of creativity  
and play in tertiary learning, and

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how it can be harnessed to  
enhance the student experience  
at university. While play is often  
misunderstood as something  
'trivial' and associated with early  
years education, the editors and  
contributors argue that play  
contributes to social and human

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development and relations at a  
fundamental level. This volume  
invalidates the commonly held  
assumption that play is only for  
children, drawing together  
numerous case studies from  
higher education that  
demonstrate how researchers,

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students and managers can benefit from play as a means of liberating thought, overturning obstacles and discovering fresh approaches to persistent challenges. This diverse and wide-ranging edited collection unites play theory and practice to

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address the gulf in research on this fascinating topic. It will be of interest and value to educators, students and scholars of play and creativity, as well as practitioners and academic leaders looking to incorporate play into the curriculum.



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From a co-founder of Pixar  
Animation Studios—the Academy  
Award-winning studio behind  
Coco, Inside Out, and Toy  
Story—comes an incisive book  
about creativity in business and  
leadership for readers of Daniel

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Edward De Bono  
Pink, Tom Peters, and Chip and  
Dan Heath. NEW YORK TIMES  
BESTSELLER | NAMED ONE OF  
THE BEST BOOKS OF THE YEAR BY  
The Huffington Post □ Financial  
Times □ Success □ Inc. □ Library  
Journal Creativity, Inc. is a manual  
for anyone who strives for

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originality and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and “Braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about creativity—but it is

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also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.” For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the Toy

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Story trilogy, Monsters, Inc.,  
Finding Nemo, The Incredibles,  
Up, WALL-E, and Inside Out,  
which have gone on to set box-  
office records and garner thirty  
Academy Awards. The joyousness  
of the storytelling, the inventive  
plots, the emotional authenticity:

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In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make

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the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his co-founding Pixar

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In 1986. Nine years later, Toy Story was released, changing animation forever. The essential ingredient in that movie's success—and in the thirteen movies that followed—was the unique environment that Catmull and his colleagues built at Pixar,



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based on leadership and management philosophies that protect the creative process and defy convention, such as: □ Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come

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up with something better. □ If you don't strive to uncover what is unseen and understand its nature, you will be ill prepared to lead. □ It's not the manager's job to prevent risks. It's the manager's job to make it safe for others to take them. □ The cost of

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preventing errors is often far greater than the cost of fixing them. □ A company's communication structure should not mirror its organizational structure. Everybody should be able to talk to anybody.

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Brain researchers have in recent years discovered the vast, untapped potential of the brain's little-used, right hemisphere. Art therapist Lucia Capacchione discovered that our nondominant hand is a direct channel to that potential. Her research and

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fieldwork with people using their "other hand" provides the raw material for this classic, first published in 1988. In workshops and private sessions, Lucia has worked with thousands of people, employing these techniques to help them become more creative,

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expressive, and intuitive in their day-to-day lives and also experience improved health and greater fulfillment in their relationships. Lucia will show you how to: Channel the deep inner wisdom of your True Self Change negative attitudes about yourself

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Unlock creativity. Uncover hidden artistic abilities. Heal your relationships. Through various drawing and writing exercises, Lucia Capacchione hopes you will discover the power that lies hidden in your other hand. The techniques will help you explore

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and understand your thoughts  
and feelings on a completely  
different level and reconnect with  
a sense of playfulness you may  
have left behind in childhood.

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