

(Free and download) Serious Creativity: How to be creative under pressure and turn ideas into action

Serious Creativity: How to be creative under pressure and turn ideas into action

Edward de Bono

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Edward de Bono : Serious Creativity: How to be creative under pressure and turn ideas into action before purchasing it in order to gauge whether or not it would be worth my time, and all praised Serious Creativity: How to be creative under pressure and turn ideas into action:

0 of 0 people found the following review helpful. Great start but the rest was repetition of the same informationBy

Amin SedaghatThe first 100 pages of the book were great at explaining how our brain process data, however, the rest of the book was just repetition six thinking hat method over and over again.0 of 0 people found the following review helpful. Five StarsBy YannGreat!3 of 3 people found the following review helpful. The original sourcebook on creativity from the founding father of lateral thinkingBy CustomerI have read this book many times and dipped back into it for over 20 years now. The criticisms of repetition across all of his books are true, however many of his books are worth reading. However, in my opinion, this is the most comprehensive. One of the strengths is the dispelling of those unhelpful myths surrounding creativity: that is, you have to be born creative, you have to wait for the muse to strike or you have to act wacky to generate new ideas. All completely untrue!The book then moves into explaining a series of operating concepts or principles of creativity that are easy to absorb and take on board. The beauty of this when you understand these, then you can develop techniques which suit you. However, he then also gives a broad range of creative techniques which can be employed at will. There are also great chapters in the back telling you which techniques work best for the problem at hand (ie. if you're trying to improve an existing idea, or create something new, or solve problems etc...).I highly recommend this book and was glad it made it to the kindle to replace my well-worn paperback I bought years ago. I consider de Bono the real founding father in our modern times in lateral thinking and creativity. If you want the source check out this book.

If you want to be the best, focus on your most valuable asset: the power of your creative mindAs 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; 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 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 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

"The master of creative thinking" * Independent on Sunday *About the AuthorEDWARD DE BONO is the leading authority in the field of creative thinking, the originator of the term 'lateral thinking', and one of the few thinkers who is highly regarded internationally. His instruction has been sought by governments and by the leading corporations of the world. He has written thirty-six books in the field of creativity and thinking -- including the international bestsellers Six Thinking Hats and Lateral Thinking. De Bono was a Rhodes scholar at Oxford and has held appointments at the universities of Oxford, Cambridge, London and Harvard.