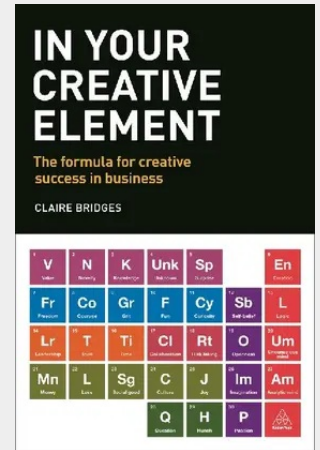


In Your Creative Element

The Formula for Creative Success in Business

SHORTLISTED: CMI Management Book of the Year 2018 - Innovation and Entrepreneurship Category ***In Your Creative Element*** helps readers identify a personal creativity formula for success, and kick-starts the creative journey. It provides personalized insights so that readers can develop their knowledge and skills and their own formula to unlock creativity and apply it in any context. ***In Your Creative Element*** is an original work on one of the hottest topics in business written by a creative director who has made it her business to unpick how and why creative ideas are born, develop and survive or die. The author has identified 62 elements that affect creativity and has created a unique 'Periodic Table of Creative Elements'. This simple framework adds logic and science to the concept of creativity and can be explored by anyone to find which creative elements are most important to them and to transform their approach to creativity. Highly practical and packed with case studies and tips from creative experts and organizations including Google, Netflix, Pixar, the NHS, the United Nations and Twitter as well as some of the world's most successful advertising agencies, ***In Your Creative Element*** provides inspiration and practical advice for readers who recognize that creativity is essential for business success but who do not know where to begin to unlock their creative potential.

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