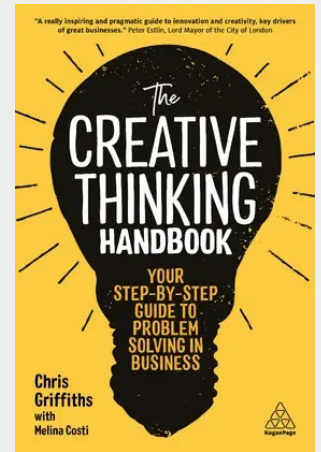


Griffiths

The Creative Thinking Handbook

Your Step-by-Step Guide to Problem Solving in Business

More than 82 per cent of companies believe creativity directly impacts results, yet few of us understand how it comes about or how to put it into practice. Some people say that creativity is about thinking outside the box, while others believe it is about being creative inside the box; but what if there is no box? *The Creative Thinking Handbook* argues that we need to identify and remove the 'box' around our thinking, so we can unlock unlimited streams of creativity for professional and business success. This book offers an integrated system of personalized insights, along with clear, practical tools and strategies - including the tried-and-trusted Solution Finder model. The authors show you how to develop your creative problem-solving skills to make better decisions with an individualized step-by-step strategy. Based on long-term research and testing of the creative thinking process, *The Creative Thinking Handbook* helps you generate more ideas and find brilliant solutions for any professional challenge.



Auf Anfrage

Nicht mehr lieferbar

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