

Finding Your Creative DNA

This book enables readers to discover their inner creative DNA, by providing a strong dose of the four elements of the Creative Matrix—Interrogation, Information, Interpretation, and Inspiration. Creative Aerobics (CA) generates a personal ideation system that produces creativity on demand (COD) and that arrives at multiple solutions in less than an hour in a relaxing and enjoyable way. The strength of the volume lies in its ability to move readers past the conventional and time-consuming 20th-century ideation. It helps develop an individual, personal approach to their creative DNA by introducing increasingly complex word exercises that strengthen left-brain problem-solving and increase right-brain discoveries. It teaches, encourages, and integrates all aspects of CA to develop the mental muscle that fuels readers' paths to creative accomplishment. By taking CA step by step, readers develop a comfort level, knowing they will always be able to come up with ideas. This book will be useful to students, young professionals, and senior leaders looking for the inside track to their creativity. It will also be an invaluable daily practice and interesting read for all students taking general education courses, especially those opting for integrative learning courses which are becoming more prevalent across universities worldwide.



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