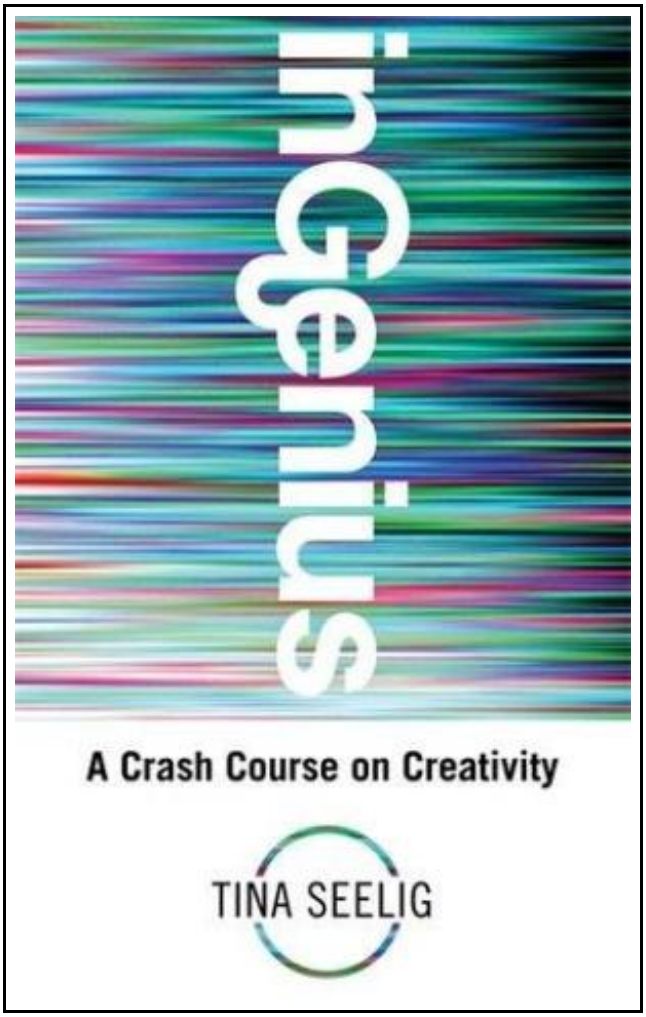
InGENIUS: A Crash Course on Creativity



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Hay House UK Ltd. Paperback. Book Condition: new. BRAND NEW, InGENIUS: A Crash Course on Creativity, Tina Seelig, Is the ability to creatively tackle problems innate or can it be learned? Like most human traits, both answers are correct. Some people are inherently more innovative than others. But, just like maths, or writing, everyone can improve with practice. Tina Seelig, PhD teaches creativity every day in her courses on innovation at Stanford School of Engineering. After ten years of experience, she confidently asserts that not only can creativity be taught but that there are a clear set of tools, skills and approaches that can unlock anyone's creative potential. In "InGenius", Seelig reminds us that creativity is not just something that you think about - it is something that you do. It is as natural as breathing, and just as necessary for leading a successful and fulfilling life. Creative solutions are required because the status quo is never good enough, and our goal should always be to push beyond the limits of what seems possible. Great ideas are needed to solve all the problems we face and to enrich our lives. Whether it is in the conference room, classroom or kitchen, new ideas open up a world of wonderful possibilities. With the tools presented in this remarkable book, we will learn how to pull out all stops to take on the challenges, big and small, that come our way, and to see that every word, every idea, and every moment provides an opportunity for creativity that will enhance our lives. "InGenius" is filled with concepts, tools, techniques and stories that reveal ways you can increase your creativity quotient, and that of your groups and organizations. The first half of the book focuses on the inside out - what you can personally...

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