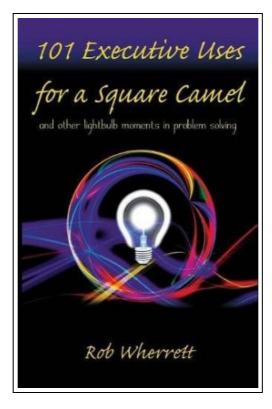
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Reroq Publishing, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. If you have picked up this book then it shows that you are curious about Creativity and what it can do for you. More importantly it shows that you are looking to add value to your organisation and life in new ways. Professionals know that to maximise value they constantly have to be creative. Using creativity techniques and frameworks really does have a positive impact. Find out how YOU can avoid massive waste of resource trying to solve the wrong problems. This book brings together over 20 years of practical experience using these methods all the time. In doing so the author, Rob Wherrett, has saved clients a fortune in the process. People often ask how much doing this is really worth. They ought to consider how much using Creativity might have improved things in the past. How long has that past been going on? How many years do they expect it to stretch into the future? Challenging preconceptions this is a broad spectrum approach to embedding Creativity in the organisation, with a useful number of techniques explained; case studies and some of the psychology. The aim is to help anyone to develop their creativity skills without having to change themselves. It draws on the analogy that almost anyone can learn to drive but we re not all destined to be in Formula 1 or the World Rally Series. This is the basic driving course. The rest will come through experience in the traffic of business life. On the other hand the value will be enormous.



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