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The Creativity Formula: 50 Scientifically-Proven Creativity Boosters for Work and for Life

By Amantha Imber

Liminal Press. Paperback. Book Condition: New. Paperback. 192 pages. Dimensions: 8.4in. x 5.5in. x 0.5in. Love may make the world go around but its creativity that drives it forward. Unfortunately, creativity is often viewed as something that is elusive and unpredictable, a quality only owned by creative types. Psychologists have now demonstrated that we can all be more creative in our thinking. They have rigorously researched the conditions and techniques that allow people to maximise their ability to think creatively about problem solving and the way forward. There is, in fact, a formula and it isn't difficult. The Creativity Formula draws on that research to provide 50 simple and scientifically-proven ways to improve their creative thinking ability instantly. Its easy techniques will lead to more effective problem solving in both work and life and a business that gets ahead and stays ahead by out-thinking and out-innovating its competitors. Some of the things you will learn in this book: The leadership style that drives creativity. Why financial rewards kill creativity. The optimal team size for creative thinking. How particular types of images generate innovative ideas. The colours that boost creative thinking. From Arizona to Newcastle, this book does what few do: it...



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