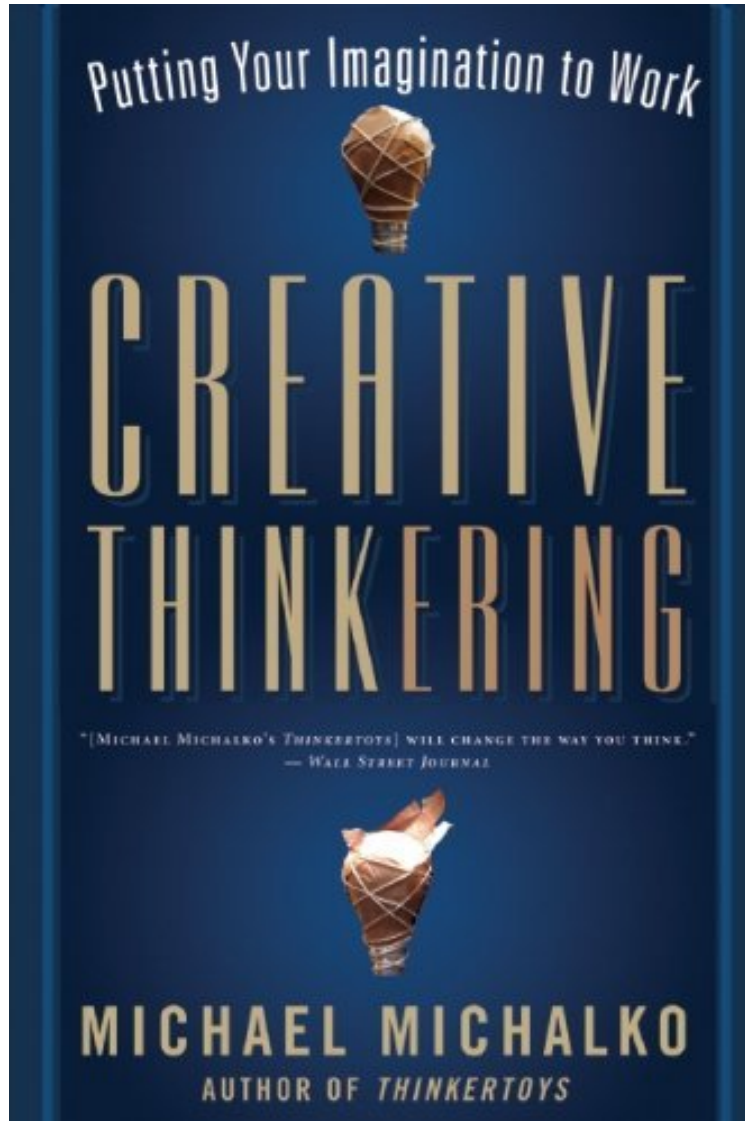


[Free] Creative Thinkering: Putting Your Imagination to Work

Creative Thinkering: Putting Your Imagination to Work

Michael Michalko

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Why isnrsquo;t everyone creative? Why doesnrsquo;t education foster more ingenuity? Why is expertise often the enemy of innovation? Bestselling creativity expert Michael Michalko shows that in every ?eld of endeavor mdash; from business and science to government, the arts, and even day-to-day life mdash; natural creativity is limited by the

prejudices of logic and the structures of accepted categories and concepts. Through step-by-step exercises, illustrated strategies, and inspiring real-world examples, he shows readers how to liberate their thinking and literally expand their imaginations by learning to synthesize dissimilar subjects, think paradoxically, and enlist the help of the subconscious mind. He also reveals the attitudes and approaches that diverse geniuses share — and anyone can emulate. Fascinating and fun, Michalkorsquo;s strategies facilitate the kind of lightbulb-moment thinking that changes lives — for the better.