

Mobi Saving Sophie: A Novel by Ronald H. Balson

Inside the Box: A Proven System of Creativity for Breakthrough Results

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Theinside-the-box approach can reveal key opportunities for innovation that are hiding in plain sight (Daniel H. Pink, author of Drive).The traditional attitude toward creativity in the American business world is tothink outside the boxto brainstorm without restraint in hopes of coming up with a breakthrough idea, often in moments of crisis. Sometimes it works, but its a problem-specific solution that does nothing to engender creative thinking more generally. Inside the Box demonstrates Systematic Inventive Thinking (SIT), which systemizes creativity as part of the corporate culture. This counterintuitive and powerfully effective approach to creativity requires thinking inside the box, working in ones familiar world to create new ideas independent of specific problems. SITs techniques and principles have instilled creative thinking into such companies as Procterinside the box thinking, companies of any size can become sufficiently creative to solve problems even before they develop and to innovate on an ongoing basis. Its a system that works!Boyd and Goldenberg explain the basic building blocks for creativity and by doing so help all of us better express our potential (Dan Ariely, author of Predictably Irrational).

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