



Creative Thinking: Putting Your Imagination to Work

Michael Michalko

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Why isn't everyone creative? Why doesn't education foster more ingenuity? Why is expertise often the enemy of innovation? Best-selling creativity expert Michael Michalko shows that in every field of endeavor, from business and science to government, the arts, and even day-to-day life — 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 diverse geniuses share — and anyone can emulate. Fascinating and fun, Michalko's strategies facilitate the kind of light-bulb moment thinking that changes lives — for the better.

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