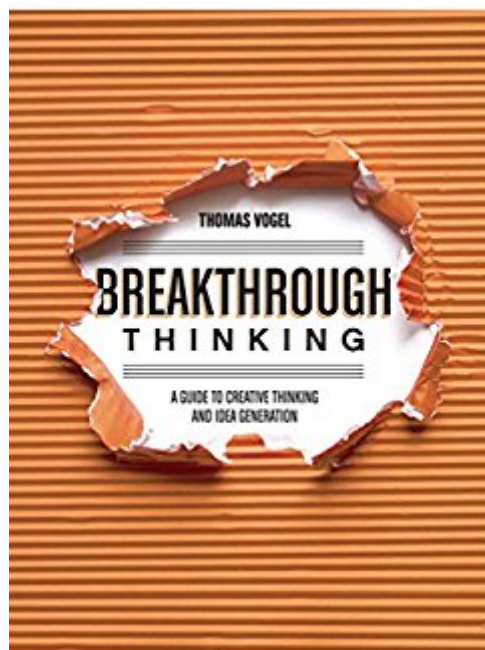




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# Breakthrough Thinking: A Guide To Creative Thinking And Idea Generation



## Synopsis

Harness your creative potential! Make no mistake; creative thinking is a skill. As with any skill, it can be strengthened, honed and mastered. And just like any endeavor, mastery of creativity requires thoughtful study and practice. This book gives you the tools you need to make creative thinking a part of your approach to every aspect of your life. Breakthrough Thinking is a holistic approach to creativity complete with industry examples from successful creative professionals and some of the top creative organizations in business today. Within the pages of this timely and comprehensive guide to idea generation and problem solving you'll find techniques and exercises to help you: Develop critical understanding of concepts, theories and trends in creativity Learn how to develop and apply creative concepts and strategies within today's competitive business environment Brainstorm, analyze and evaluate innovative ideas and solutions Empower your team's creative process And much more Let Breakthrough Thinking be your guide and tap into your creative potential today!" This book represents an important contribution to our growing understanding of creativity in professional practice. Vogel's take on it from a variety of perspectives and contexts is rich and rewarding." --W. Glenn Griffin, Ph. D., Associate Professor of Advertising, The University of Alabama and co-author of The Creative Process Illustrated "A resource not only for industry innovators, but also for academic mentors who aim to provide rich learning environments for creative leaders of the future." --Joann M. Montepare, Professor of Psychology, Lasell College

## Book Information

File Size: 26579 KB

Print Length: 204 pages

Publisher: HOW Books (June 23, 2014)

Publication Date: June 23, 2014

Sold by: Amazon.com, Inc. or its affiliates

Language: English

ASIN: B00N59A5Q2

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #56,875 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #5  
in Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design > Commercial >  
Advertising #9 in Books > Arts & Photography > Graphic Design > Commercial > Branding &  
Logo Design #10 in Books > Arts & Photography > Graphic Design > Commercial >  
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## Customer Reviews

A must read for any creative professional. I've been at this for more than 30 years, and found it to be both informative and inspiring. I am making this book required reading in all my classes (I teach a range of classes in an undergraduate communication design program). It is a great teaching tool with its didactically powerful and efficient organization and structure. I love how Thomas Vogel demystifies creativity and the ability to develop original ideas by showing that it is a learnable and trainable skill available to anyone. He brings together in one place the essential understandings and frameworks around creativity and the creative process, and it incorporates the most up to date findings about the human brain, including its ongoing capacity to learn, develop and adapt. The book's integration of theory, practice, validation and examples is brilliant evidence of the points it makes about inciting and harnessing creativity.

As a longtime writer and educator, I came across Thomas Vogel's book while seeking a primer about the underlying tenets that govern creativity. I appreciate theory but I was also looking for a practical guide that would give me insights into what makes creativity work and how to maximize in others. I found this book to be extremely useful --still research based without clobbering me with data. His theory that creativity is worth discovering and identifying in every person is beautifully rendered. And the cost of failing to do so is clearly high. The other huge takeaway is how Vogel shows that creativity grows from "practice" with excellent instruction on ways to integrate it into a busy life. Vogel writes clearly and well. I wasn't surprised that he is a professor at Emerson where he must have honed his ideas and advice to a sharp edge. I've utilized his writing to launch an arts program for at-risk teens. Our results have been outstanding. Vogel deserves a chunk of credit.

Needed it for class so obviously it was easy

This really is a great book with lots of suggested activities. I manage a global team and may

incorporate into our training. Good for building critical and design thinking skills. I read a lot and this impressed me.

I ordered this for my college course and it's an interesting and helpful book with many creative thinking techniques explained and elaborated on. Excellent condition, shipping was super fast. Great seller.

The author Mr. Vogel has done a great job to create a guide for jumping out of the box and opening oneself to new possibilities. I also really liked the examples using the student's he works with. Emerson College must be an awesome place if they have teachers like him.

Very good

An easy, informative read.

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