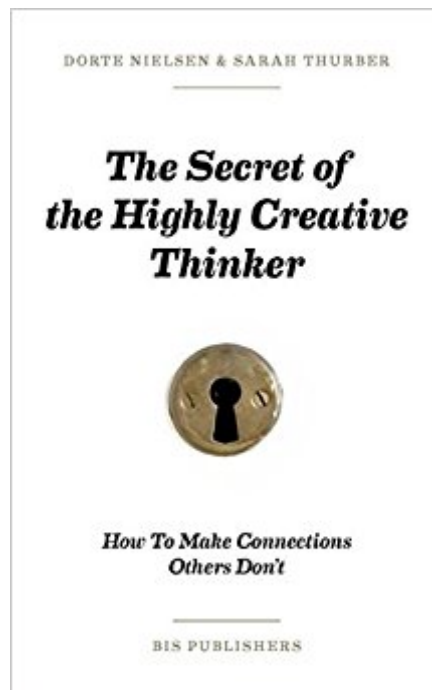




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# The Secret Of The Highly Creative Thinker: How To Make Connections Others Don't



## Synopsis

Supported by the latest neuroscience, this book gives you hands-on advice on how to enhance your own creativity. You will find it an inspiring combination of theory, techniques, anecdotes and exercises to help you access better ideas and bigger breakthroughs. People who are good at having ideas are good at seeing connections. Could teaching people to see connections be a way to help them be more creative? Over the years, there's been a need for a book on creativity that complements the teaching of the creative process and tools and gives you a practical approach to how to enhance your innate ability to think creatively. This book is an opportunity to dispel the myth that creative talent is something possessed by a gifted minority. This is the opportunity to pass on the secret of highly creative people to a much wider audience. It's a chance to give others the knowledge, techniques, and training they need to enhance their own innate creativity and lead the way to fun, fulfillment, invention, innovation, and change. It's a unique book that combines a very hands on and practical approach with a solid scholarly foundation. This book gives you:

- Insights into how highly creative people think
- The latest findings in neuroscience on connection making
- Training to help you make connections others don't
- A boot camp with 21 creativity exercises

## Book Information

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## Customer Reviews

"Love the book. Terrific work. An excellent idea and a great contribution to our field. It was such a pleasure to read." — Dr. Gerard Puccio, Director of the International Center for Studies in Creativity

Guess what? The Secret of the Highly Creative Thinker isn't a secret any

more. Nielsen and Thurber have spilled the beans. Bravo!"; Tim Hurson, author of "Think Better" Love the book. Terrific work. An excellent idea and a great contribution to our field. It was such a pleasure to read. Dr. Gerard Puccio, Director of the International Center for Studies in Creativity "Guess what? The Secret of the Highly Creative Thinker isn't a secret any more. Nielsen and Thurber have spilled the beans. Bravo!"; Tim Hurson, author of "Think Better"

Highly creative people are good at seeing connections. By enhancing your ability to see connections, you can enhance your creativity. Supported by the latest neuroscience, this book gives you hands-on advice on how to enhance your own creativity. You will find it an inspiring combination of theory, techniques, anecdotes and exercises to help you access better ideas and bigger breakthroughs. This book gives you: Insights into how highly creative people think; The latest findings in neuroscience on connection making; Training to help you make connections others don't; A boot camp with 21 creativity exercises

Think you're not creative? Or that ideas and inspiration are magical gifts that some people have, and others do not? This book says we should think again: that creativity is actually a muscle we can develop, and that as with any other core strength, the ability to make new connections gets more powerful and easier to access with targeted exercise. So how did it work for me, a creative professional who sometimes wonders where inspiration will come from (and feels like other people have more of the "gift")? I was surprised when after trying a few of the exercises, I found myself making coming up with new types of solutions and ideas.

As Sarah Thurber and Dorte Nielsen say in their incredible book "The Secret of the Highly Creative Thinker," creative thinking is a need-to-have skill. It is no longer optional. This practical (and beautifully designed) book gives everyone the framework and tools to make more connections that spur more ideas. The book begins by making the case that seeing new connections is at the core of creative thinking. They then explore the research and neuroscience that lays the foundation for the toolkit they provide, including exercises and tips for how everyone can strengthen their creative muscles. This book has been incredibly useful for me in my work and has become required reading at my company!

I loved this book. While increasing experience - in any field or just life itself - can increase our

intuition/efficiency, I think many of us inadvertently get a little lazy on the naturally creative thinking we had before all that experience. Creative thinking can solve so many problems and create so much progress and this book is a beautifully designed, concise case for how valuable it is. Best of all, the book is full of exercises to help readers re-develop that creative thinking muscle in our brains - great inspiration for those of us who don't necessarily think of ourselves or colleagues as "creative types", but for whom problem solving is critical. As new technologies evolve, as global politics shift, as industries - or even our families and friendships mature - our strategies and patterns must adapt if we are to continue to grow and thrive. Creative thinking is what makes it happen. This is a book I'll revisit, as well as gift.

I have been trying to figure out why my students seem devoid of any creative thinking unless I volunteered ideas which is, well, not creative at all. I teach visual arts and it's not the art or final product that matters, but the process - the connections that are made between unrelated ideas. This book gives me great ways to implement thinking creatively in small, do-able chunks that are pretty fun!

I really loved this book. It was easy to read and helped me right away think more creatively about a project at work and one for home. Amazing. The exercises were great. I'm looking forward to the next book with even more exercises. A must have handbook on creativity that's beautiful and well written.

A beautifully crafted book, full of insights and exercises to develop your own creativity muscle. Creative intelligence is a "must have" for today and tomorrow's work world. Clever, provocative and downright useful!

Fantastic book! Buy it, read it and grow!

Excellent read. Very practical and applicable ideas. I highly recommend this book.

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