



Ingenius: A Crash Course on Creativity

By Tina Seelig

HarperCollins Publishers Inc, United States, 2015. Paperback. Book Condition: New. Reprint. 200 x 132 mm. Language: English . Brand New Book. Internationally bestselling author and award-winning Stanford University educator Tina Seelig has taught creativity to the best and brightest students at Stanford and to business leaders around the world. With inGenius she expertly decodes creativity, revealing an approach that everyone can use to enhance their own creative genius. Whether we are attempting to generate fresh ideas or struggling with problems that have no solutions in sight, Seelig offers a revolutionary new model, the Innovation Engine, which explains how creativity is generated on the inside and how it is influenced by the outside world. Describing the variables that work together to catalyze or inhibit our creative abilities, Seelig provides a set of tools we can use right away to radically enhance our own ingenuity as well as that of our colleagues, organizations, and communities. Seelig's groundbreaking work reveals that creativity is an endlessly renewable resource we can tap into at any time. It is as natural as breathing and just as necessary for leading a successful and fulfilling life.



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