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said to have seen

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the kind of
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practice schedule
of the Beatles and
the relentless
revisions of
Tolkien,
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Picasso to the
surprisingly
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successful class in history (in which every student won a Nobel Prize), how frozen peas were invented, why J.K. Rowling likes to write in cafes, and how 95 percent of Apocalypse Now ended up on the

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cutting-room floor.

Takeaways

include: - Doubt
everything all the
time. - Plan to
have more
accidents. - Be
mature enough to
be childish. -
Contradict yourself
more often. - Be
practically useless.

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- If it ain't broke,
break it. - Surprise
yourself. - Look
forward to
disappointment. -
Be as incompetent
as possible.

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research reveals that most people demonstrate a great deal of creativity at age 5. Unfortunately, their creative output diminishes as they mature, due to the factors that stifle creativity in the

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educational
process. All of us,
therefore, need
assistance in
resurfacing our
innate creativity.
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Solving and
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Finding discusses
the process
necessary for

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facilitating
creativity and
explains
approaches we
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resurface our own
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key principles and
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variety of
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the best, focus on
your most valuable
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As competition
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change intensify,
companies and
individuals need to
harness their
creativity to stay
ahead of the field.
Under pressure,
people often think
they can't be
creative; many
more are
convinced they are

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not creative at all
because they have
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questions based
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(substitute,
combine, adapt,**

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modify, put to
some other use,
eliminate,
rearrange,
reverse). Designed
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and generate new
ideas in business
or other settings.
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Getting to

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book?s 101 engaging
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per cent of
companies
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results, yet few
of us understand
how it comes
about or how to
put it into
practice. Some
people say that
creativity is
about thinking
outside the box,
while others
believe it is

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about being
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how
individuals
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sabotage their
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encourage
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*It shows that
the antidote
to this self-
defeating
behavior is to
identify which
of the six
major types of
constraints
are hindering
innovation:
individual,*

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group, organizational,

industry-wide, societal, or technological.

Once

innovators and other leaders understand

exactly which constraints

are working

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*against them
and how to
overcome them,
they can
create
conditions
that foster
innovation
instead of
stopping it in
its tracks.
The author's*

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*model of
constraints on
innovation
integrates
insights from
the vast
literature on
innovation
with his own
observations
of hundreds of
organizations.*

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obvious.
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*seasoned
researchers to
show you how
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tailored to
your own
organization.
You, are a twe
nty-something
with a college
degree, the*

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*debt that goes
with it, and a
countertop
full of
rejection
letters
telling you
that your
first novel is
a failure. The
love of your
life has left*

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*you, and the
only job you
can find is
one pushing
carts for the
largest retail
giant where
nobody knows
your name, and
nobody cares.
Lost in your
sorrow and*

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*your cupboard
full of
nothing but
instant
noodles you
try to make
the best of a
bad situation,
but the
situation
keeps getting
the best of*

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*you. That is
until one day,
when doing
something so
innocent as
tying your
shoe you see
something that
will set your
whole life
into a
tailspin of*

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*lies, larceny,
and lavishness
that by the
time you come
down, you will
have
everything
that you could
ever dream of,
and more.*

Except her.

And you will

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lives. Emily and Paul are the parents of two young children, and professionals with different careers. Emily is the newly promoted vice president of marketing at a

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large
corporation;
Paul works
from home or
from clients'
offices as an
independent IT
consultant.
Their days are
filled with a
bewildering
blizzard of

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*emails, phone
calls, more
emails,
meetings,
projects,
proposals, and
plans. Just
staying ahead
of the storm
has become a
seemingly
insurmountable*

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*task. In Your
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as each
attempts to
sort,
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*organize, and
act on the*

vast

*quantities of
information*

*they receive
in one typical*

*day. Dr. Rock
is an expert*

*on how the
brain*

functions in a

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work setting.

*By analyzing
what is going
on in their
heads, he
offers*

solutions

Emily and Paul

(and all of

us) can use to

survive and

thrive in

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today's hyperbusy work environment—and still feel energized and accomplished at the end of the day. In Your Brain at Work, Dr. Rock explores issues such

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