

《关于创意的创意》

图书基本信息

书名：《关于创意的创意》

13位ISBN编号：9780738207803

10位ISBN编号：0738207802

出版时间：2002-12

出版社：Perseus Books Group

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页数：352

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内容概要

A one-of-a-kind glimpse into the essence of creativity, with inspiring insights from some of the world's most creative minds. In *New Ideas About New Ideas*, Shira White offers a fresh, lively, and inspiring perspective on innovation. Drawing from in-depth interviews with dozens of today's most fascinating people--from architect Frank Gehry to physicist Brian Greene--White illustrates how anyone can achieve a creative mindset and let the sparks fly. Whether you are building a new organization, turning around a company, launching a new ad campaign or product line, or staying a step ahead of your competitors on any front, *New Ideas About New Ideas* is bound to change the way you look at your life, your work, and your world.

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