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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 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

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.

I had long thought that I was not particularly creative in spite of others telling me differently so I acquired this book at a book signing to learn more. For a small book, it is exceptionally informative and motivating. The scientific background is solid and incorporated in a highly readable way with plenty of references if you want to check. You want to keep reading and see what else there is. I found I did well in the verbal association areas but could improve by focusing on pictorial connections. The included exercises are all interesting and very doable. The many illustrations, both photos and drawings, add to the interest, readability and understanding. This book made me reflect on techniques I had used in teaching biology and math to high school students. I believe this book would be highly instructive for anyone in the teaching field. Finding creative methods to convey concepts to students to help them understand what might be difficult for them would be definitely win-win. To know a subject is excellent but to be able to explain it to others in creatively understandable ways is clearly exceptional. We all won't be inventors, but increasing our creativity will improve how we look at the world and communicate within it. Thus, book discussion groups would find this book stimulating. I thoroughly enjoyed this very readable learning tool.

"The Secret of the Highly Creative Thinker" is one of the best creativity books to be published in years. I have written or co-authored five books on creativity and have had over 80 articles published on creativity and innovation. I have been teaching and working in the creativity field for over 38 years and have consulted nationally and internationally on the topic of creativity and innovation. This book provides a fresh insight into the heart of creative thinking which is making connections. It is beautifully written and marvelously illustrated. Creativity is a skill that can be learned and this book brings that point home beautifully. Okay, so I am jealous. I wish I would have written "The Secret of the Highly Creative Thinker." Dr. Roger Firestien, Senior Faculty - International Center for Studies in Creativity - State University of New York - Buffalo State

Must read! As a communications professional, I'm always looking for ways to ignite creative thinking. The Secret of the Highly Creative Thinker offers a truly compelling approach. The book is beautifully written, designed and illustrated. It's a pleasure to read from start to finish - both the first

sections of content and the fun and challenging exercises in the latter part. I recommend this book for anyone looking to rev up their creative juices or just seeking a fresh perspective on everyday challenges. The Secret of the Highly Creative Thinker: How To Make Connections Others Don't

I was delighted with this book. Read the entire thing in one sitting. I found the writing and content clear, helpful, and dare I say, the approach pretty darn creative. The parts flowed nicely, the weaving in of research was really effective. Love the images and the boot camp exercises included. This will be a helpful resource to experienced creativity practitioners and to those wanting to learn more about the practicalities of being creative.

I'm more than half way through this book and I'm absolutely loving it! It's beautiful and inspiring. Full of well-articulated research that will motivate you to develop your own creative thinking abilities as well as the creativity of everyone around you. The exercises are simple, fun and very effective and the visual layout of the book is outstanding!

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.

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!

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