



# Serious Creativity: How to be creative under pressure and turn ideas into action

By Edward de Bono



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*If you want to be the best, focus on your most valuable asset: the power of your creative mind*

As competition and the pace of 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 not creative at all because they have never been 'arty'. Creative genius Edward de Bono debunks these common notions in this remarkable book. He shows how creativity is a learnable skill - one that everyone can use to improve their performance. He then explains how you can unlock your own creativity to reap the personal and professional rewards it will bring. Learn how to:

be creative on demand with de Bono's step-by-step approach

add value to ideas and turn them into financial assets

boost creativity with the power of lateral thinking

break free from old ways of thinking with creative challenging

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