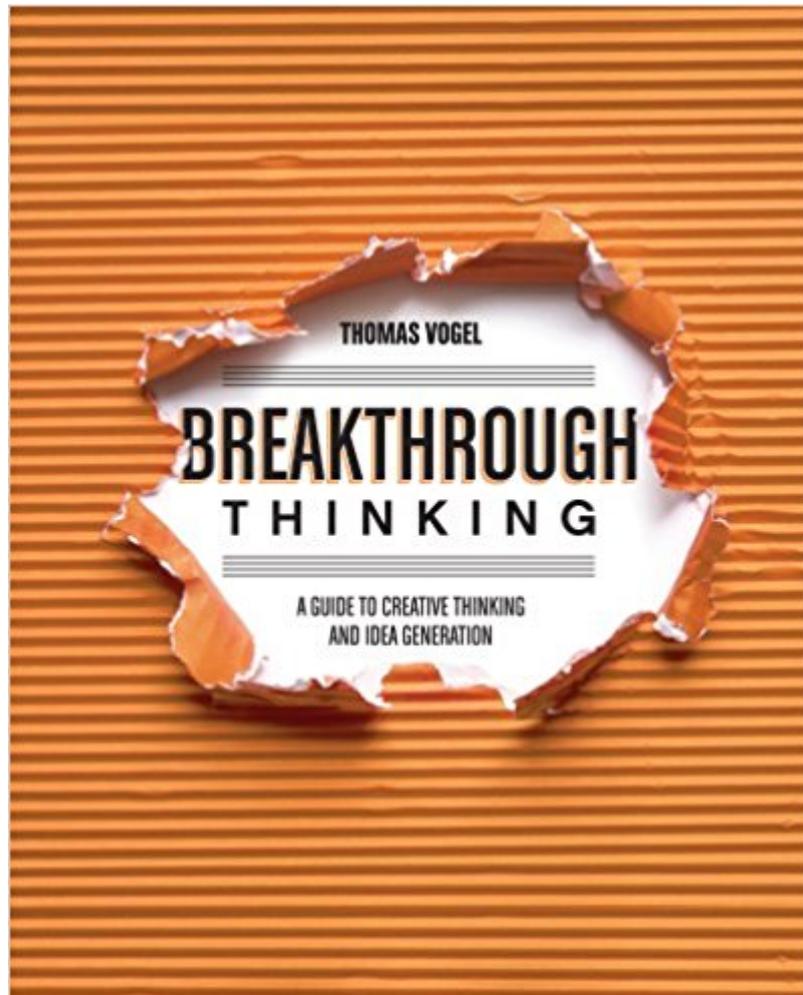


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# Breakthrough Thinking: A Guide To Creative Thinking And Idea Generation



## Synopsis

Harness your creative potential! Make no mistake; creative thinking is a skill. As with any skill, it can be strengthened, honed and mastered. And just like any endeavor, mastery of creativity requires thoughtful study and practice. This book gives you the tools you need to make creative thinking a part of your approach to every aspect of your life. Breakthrough Thinking is a holistic approach to creativity complete with industry examples from successful creative professionals and some of the top creative organizations in business today. Within the pages of this timely and comprehensive guide to idea generation and problem solving you'll find techniques and exercises to help you: Develop critical understanding of concepts, theories and trends in creativity Learn how to develop and apply creative concepts and strategies within today's competitive business environment Brainstorm, analyze and evaluate innovative ideas and solutions Empower your team's creative process And much more Let Breakthrough Thinking be your guide and tap into your creative potential today!" This book represents an important contribution to our growing understanding of creativity in professional practice. Vogel's take on it from a variety of perspectives and contexts is rich and rewarding." --W. Glenn Griffin, Ph. D., Associate Professor of Advertising, The University of Alabama and co-author of The Creative Process Illustrated "A resource not only for industry innovators, but also for academic mentors who aim to provide rich learning environments for creative leaders of the future." --Joann M. Montepare, Professor of Psychology, Lasell College

## Book Information

Paperback: 204 pages

Publisher: HOW Books (July 21, 2014)

Language: English

ISBN-10: 1440333262

ISBN-13: 978-1440333262

Product Dimensions: 8 x 0.6 x 10 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (15 customer reviews)

Best Sellers Rank: #201,154 in Books (See Top 100 in Books) #26 in [Books > Arts &](#)

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## Customer Reviews

In today's interconnected, digital-first yet highly fragmented world, constant innovation and creativity are key to success, not to say a requirement, and can't remain an untapped resource. While particularly relevant in Advertising, this premise holds true for most industries. Existing literature tends to look at specific elements of Creativity in isolation, such as the creative mindset, creative techniques or creative end products, and thus misses the dynamics between these components. Breakthrough Thinking a holistic exploration of the various factors that impact the creativity of individuals, teams and organizations, and the interplay between those dimensions; it thus sits in a unique sweet spot. While Thomas Vogel's book is anchored in the solid theoretical foundation of the 4Ps, it demonstrates how this framework can and is applied hands-on by those who have been recognized for high levels of creativity in the advertising industry. As illustrated by a variety of excerpts from interviews with the brightest minds in the industry, creativity no longer resides within a single department but rather transcends every single aspect of successful and thus profitable advertising agencies " from the first conversation with a client to final delivery, from finding new audiences and new ways to reach them to leveraging new technologies and data sources, from strategy and media plan to defining and measuring success, from selling through ideas internally and to clients to constantly reinventing yourself as an organization, and from the people involved to the workplace environment and the outside world. Thomas delivers an engaging, highly relevant and thought-provoking guide how creativity and creative problem solving can be found, nurtured and optimized within the agency compound.

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