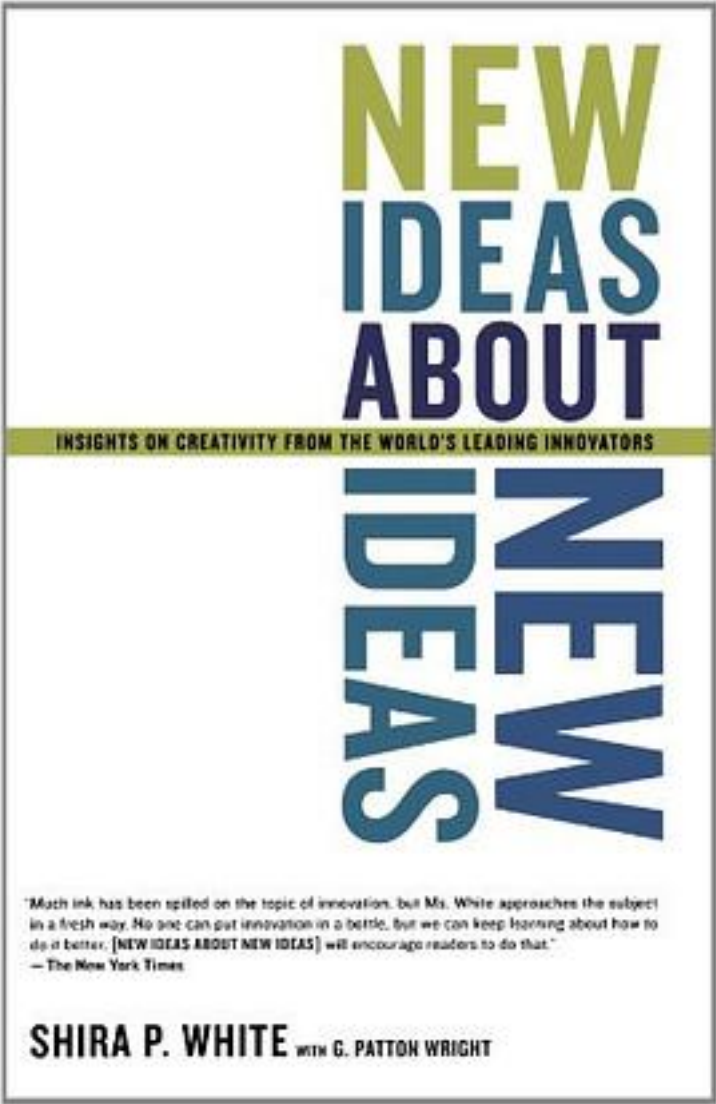


关于创意的创意



[关于创意的创意 下载链接1](#)

著者:Shira P. White

出版者:Perseus Books Group

出版时间:2002-12

装帧:Pap

isbn:9780738207803

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.

作者介绍:

目录:

[关于创意的创意_下载链接1](#)

标签

商业

创新

创新与创业

创意

评论

[关于创意的创意_下载链接1](#)

书评

[关于创意的创意 下载链接1](#)