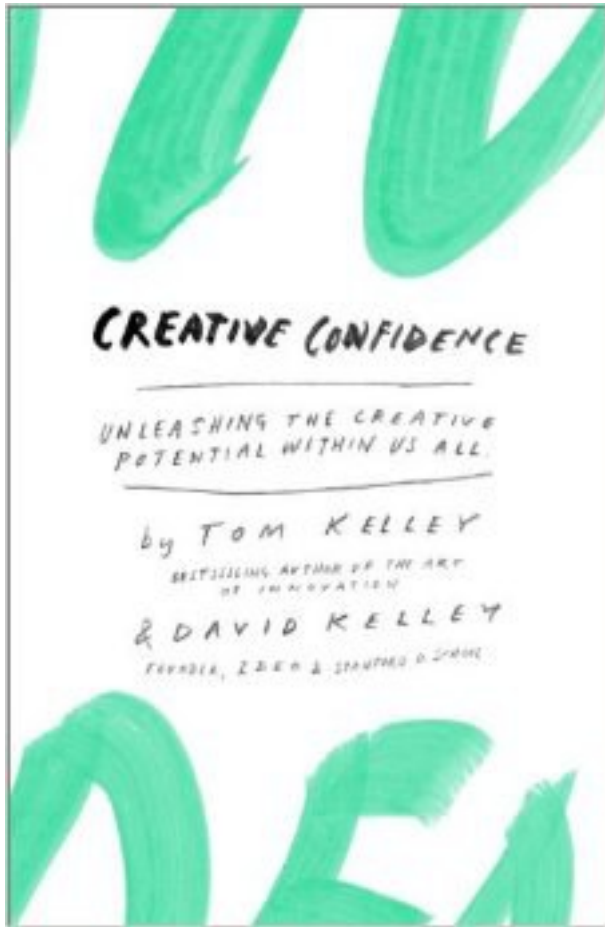


# Creative Confidence Unleashing the Creative Potential within Us All



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著者:Kelley, David

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A powerful and inspiring book from the founders of IDEO, the award-winning design firm, on unleashing the creativity that lies within each and every one of us.

Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the foremost experts in innovation, design and creativity on the planet show us that each and every one of us is creative. In an incredibly entertaining and inspiring narrative that draws on countless stories from their work at IDEO and with many of the world's top companies and design firms, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, allow us to think outside the box in terms of how we approach and solve problems. It is a book that will help each of us be more productive and successful in our lives and in our careers.

#### 作者介绍:

DAVID KELLEY is the founder of IDEO, one of the world's leading innovation and design firms, as well as the creator of the d.school at Stanford University.

TOM KELLEY is the managing director of IDEO, and the author of the bestselling *The Art of Innovation* and *The Ten Faces of Innovation*.

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## 标签

设计

UX

视觉的(漫画,设计和建筑)

设计/建筑/漫画

认知自己

创造

评论

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书评

文/暖暖蓝田  
《创新自信力》的作者是创新前沿两位领军人物——IDEO（全球顶尖的创新与设计公司）的创始人戴维·凯利和畅销书《创新的艺术》的作者汤姆·凯利。他们是一生亲密合作的兄弟俩，本书的故事开始于2007年4月。  
一天，哥哥戴维接到医生的电话，得知自己被诊断出...

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核磁共振成像扫描仪的机器对大人来说不会有恐惧心理，沟通和使用起来也不会有突发状况，但对孩子来说，能踏实的进入数分钟会非常不易，能按照医生的指示完成更是难上加难，造成了不少医生和资源的浪费，孩子本身也很吃苦。这种时候应该怎么提升服务改善条件呢？一些具有创造力...

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书籍名称：《创新自信力》 【阅读感受】  
作者凯利兄弟运用他们在IDEO和斯坦福大学设计学院工作过程中的实例，向我们展示了解决问题时应如何发掘创意源泉与想象力，并透露了释放我们蕴而未发的创意火花的具体策略。他们解释说，创意和创新能力如同肌肉，越用越强劲。《创新自信...

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这本书太让我惊喜了。

贯穿始终的“设计思维”和“创意自信”给了我们全新的思维方式，原来任何一件枯燥的事都会发生有趣的化学反应。 1.

创意自信：创意不是天生的，而且后天习得的技能，是努力的结果。 2.

开启设计思维：发散性思维，制作原型，实验性，一步一步开始行动。 ...

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说实话，创新力这事儿已经是老生常谈，自信嘛，对于国人来说也已然不新鲜。从夜郎自大到小小自卑，到今天的中国人开始努力一步步的重拾自信，只是对于创新，中国好像一直都不自信。

打开百度，输入创新。得到的答案是：创新是指：以现有的思维模式提出有别于常规或常人思路的见...

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