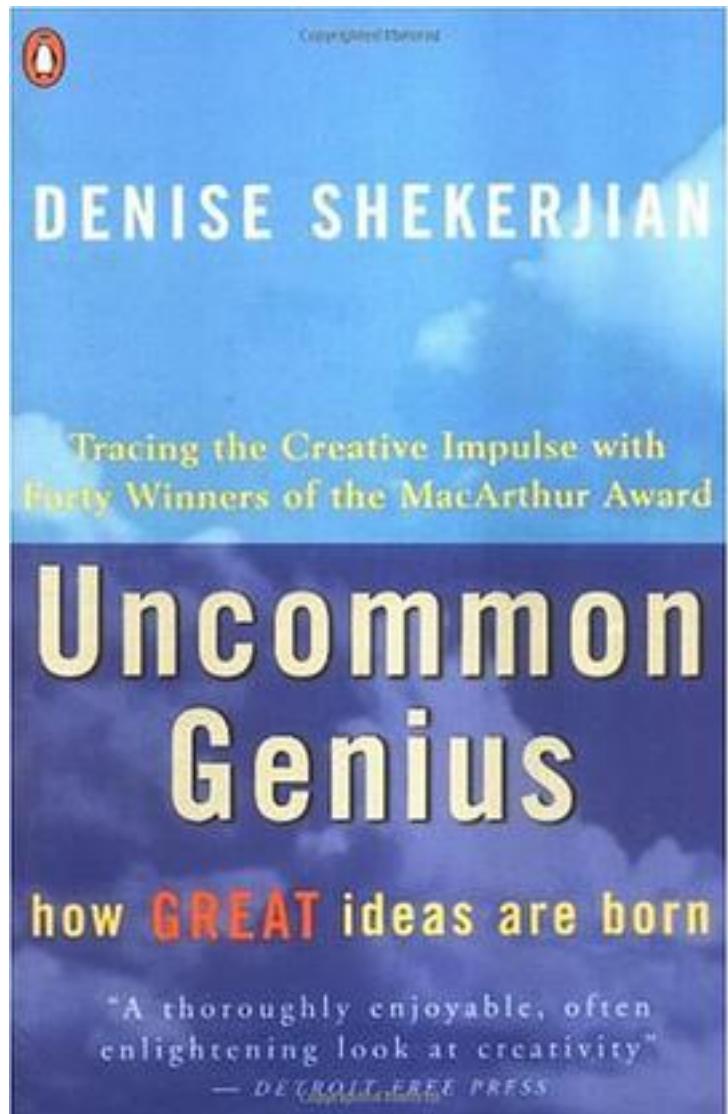


How to Have a Great Idea



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出版者:Penguin USA

出版时间:1991-2

装帧:Pap

isbn:9780140109863

In the tradition of The Creative Process, here is an absorbing look at creativity sure to be a perennial seller. Everyone from the budding entrepreneur to the weekend writer is looking for a great idea. But where do they come from? Denise Shekerjian interviewed 40 winners of the coveted MacArthur Foundation Fellowships--the "genius awards"--to uncover how they work and how they sneak up on great ideas. And Denise demonstrates how individuals can harness the creative spark in their own lives.

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