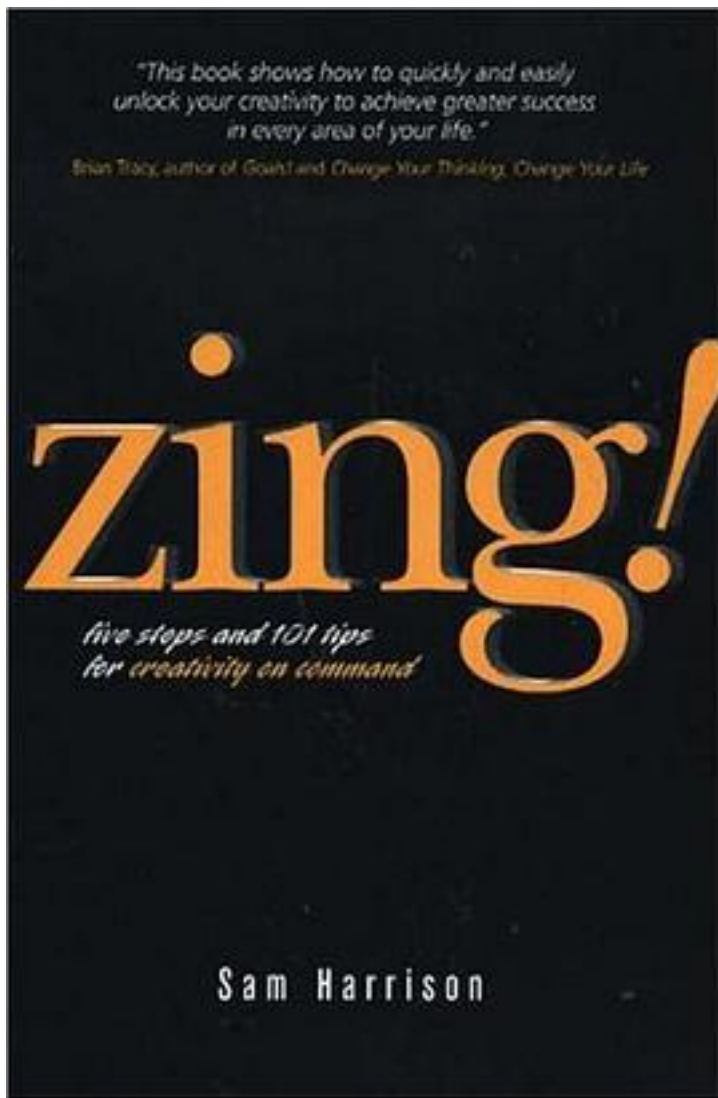


Zing!



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A five-step process for generating big ideas in business, personal, and professional contexts is outlined in this high-energy guide to the creative process. Real-world anecdotes and inspirational messages complement the straightforward discussions of exploring, being free, pausing, embracing, and enjoying life. These five steps cover issues such as how to use observation to uncover fresh ideas, how potential ideas are stymied, and how incubation allows the subconscious to find solutions. Brainstorming tools, exercises, and action steps illustrate how to put creative tools into practice. The upbeat, conversational style of this guide encourages professionals in all disciplines to develop a competitive edge through creativity.

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