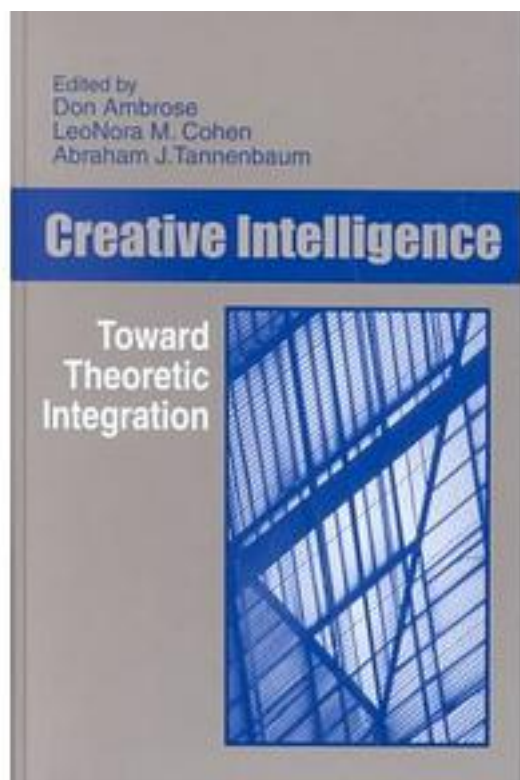


Creative Intelligence



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著者:Rowe, Alan J.

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The complete guide to identifying, measuring, promoting and applying creativity! Thriving in today's fast-changing world requires unprecedented creativity--in business, and in every facet of life. This book makes the reader consider: How creative are you? How can you be more creative? Creative Intelligence has the answers. Alan J. Rowe shows readers how to understand exactly what creativity is, identify it, measure it, promote it and apply it more effectively. Rowe begins by presenting the four ways in which creativity manifests itself: intuition, innovation, imagination and inspirational

leadership. Next, he introduces the Creative Potential Profile, an exclusive, systematic test for measuring creativity that is already used by the Irish government and many other high-profile organizations worldwide. Drawing on the latest research, Rowe identifies commonalities amongst highly creative individuals, then identifies powerful strategies for tapping into your hidden creative potential. He shows why most organizations suppress creativity, and offers comprehensive strategies for attracting more creative people to your organization and unleashing the creativity of everyone who's already there. In the 1990s, Daniel Goleman popularized "emotional intelligence," a concept that resonated with our long-held intuitions about human beings, while offering powerful new insights for action. Creative Intelligence will do the same for THIS decade.

作者介绍:

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标签

评论

反复其实讲了一件事，就是： You should have the willing/courage to change , that's the root of creativity

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书评

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