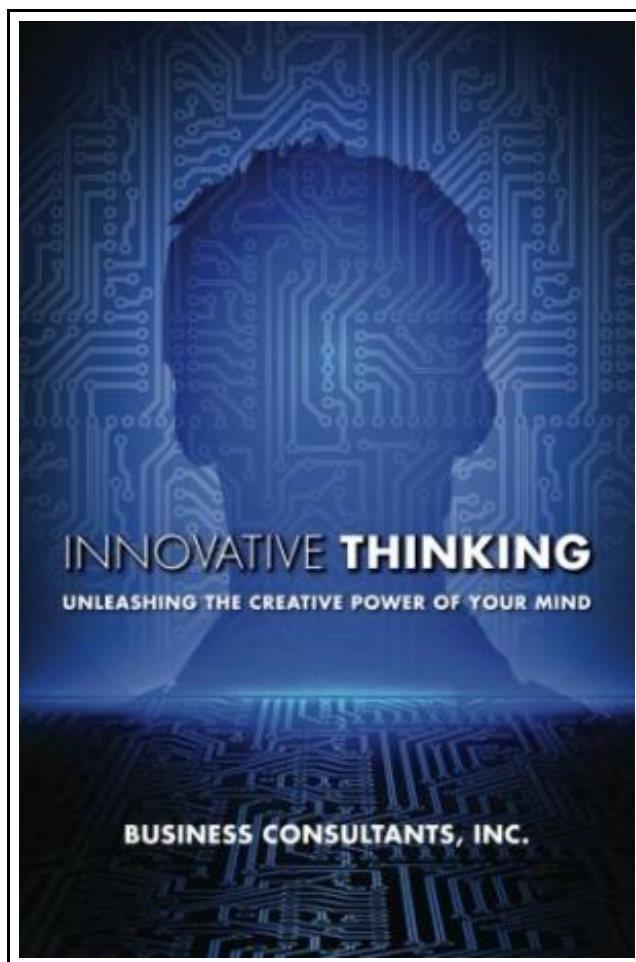


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INNOVATIVE THINKING: UNLEASHING THE CREATIVE POWER OF YOUR MIND

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Createspace, United States, 2012. Paperback. Book Condition: New. 200 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.The demanding times we live in require organizations to maintain a high level of performance through sustained efforts in innovation. Toward that end, each and every employee in an organization is asked to contrive new and creative ideas that would not have been generated through conventional thought processes. Approaches that proved to be successful yesterday may have outlived their usefulness and what may be needed today is a clean break from the past. This calls for a discovery of new ideas and new patterns in people s ways of thinking. While it may be true to say that A layperson s idea sometimes beats that of an expert, the layperson may not be able to convert his ideas into something tangible or specific, since he usually lacks the expert knowledge to begin with. People also say, Think outside the box to mean to discover and challenge assumptions, generate alternatives and change perceptions. But again, the layperson may not be able to go outside the box to mull new ideas if he does not possess required skills or basic knowledge. Then, what about a case for a trained expert or professional? Certainly, an expert knows more and better than a layperson. The problem is an expert or professional is more than likely to find himself stuck inside the box of his perceived limits. In Japanese, taga are tight metal or wooden hoops that surround and hold together a wooden cask or barrel. This expression is a metaphor for staying inside the box and is often used to refer to people who get stuck in old, conventional ways of thinking and automatically resist new ideas without realizing there might be...

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