



Innovative Thinking: Unleashing the Creative Power of Your Mind

By Inc Business Consultants, Business Consultants Inc

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...



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