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Making Ideas Happen

By Scott Branson

Paperback. Book Condition: New. Not Signed; Thomas Edison famously said that genius is 1 per cent inspiration, 99 per cent perspiration. Every day new solutions, revolutionary cures, and artistic breakthroughs are conceived and squandered by smart people. Along with the gift of creativity come the obstacles to making ideas happen: lack of organisation, lack of accountability and a lack of community support. Scott Branson has interviewed hundreds of the most productive creative people and teams in the world, revealing one common trait: a carefully trained capacity for executing ideas. Implementing your ideas is a skill that can be taught, and Branson distills the core principles in this book. While many of us obsess about discovering great new ideas, Branson shows why it is better to develop the capacity to make ideas happen - using old-fashioned passion and perspiration. Making Ideas Happen reveals the practical yet counterintuitive techniques of 'serial creatives' - those few who make their visions a reality. book.



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