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Using creativity, one must solve a problem in an indirect and unconventional manner. For example, if a production line produced 1000 books per hour, creative problem solving could find ways to produce more books per hour, use the production line, or reduce the cost to run the production line.

Lateral thinking - Wikipedia

SERIOUS CREATIVITY. In using the right side of the brain we tend to draw things as they are rather than as we know them to be. We believe the right side of the brain represents creativity, but it does not. It represents innocence, which may play a role in creativity-particularly in artistic expression.

The de Bono Group - Welcome

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Creativity and the brain. The human brain is designed not for creativity but for survival. It is a self-organizing system, excellent at forming patterns from the world around it and then integrating new information according to these patterns.

Alan M. Perlman - Writing Samples

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