



CÓMO GENERAR IDEAS

By FOSTER, JACK

EDITORIAL UNIVERSITARIA RAMÓN ARECES (CERA-CEURA), MADRID, 2003. Rustica (tapa blanda). Book Condition: Nuevo. Dust Jacket Condition: Nuevo. 01. Publicado en inglés con el siguiente título: How to get ideas. Cómo generar ideas da respuesta a esos interrogantes. Y muestra, prescindiendo de cuál sea su edad o cualificación, su puesto de trabajo o formación, la forma de que se le ocurran más ideas, con más rapidez y facilidad. Primero, Jack Foster le enseña la manera de condicionar su mente para convertirse en alguien abierto y proclive a las ideas; a conseguir que el niño que lleva dentro y su sentido del humor trabajen para usted; a desarrollar su curiosidad, a visualizar sus metas, a replantearse su línea de pensamiento, a combinar ideas diferentes y a superar su miedo al rechazo. Después, Foster le presenta un procedimiento de cinco pasos para solucionar problemas y conseguir ideas, un procedimiento comprobado y contrastado que elimina los componentes de misterio y ansiedad del proceso de generación de ideas, un procedimiento que funciona. Aprenda lo fácil que es ser más creativo. Lea el libro que tiene en sus manos. 240 grms. LIBRO.



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