

Conceptual Blockbusting A Guide To Better Ideas

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Conceptual Blockbusting A Guide To

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A conceptual block is anything that blocks someone from having a good idea. The first half of the book describes different types of conceptual blocks and contains a number of exercises to help the reader understand the blocks and how to avoid them. Some of the exercises are best done with more than one person; I was not able to do those.

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Synopsis. The best-selling guide to overcoming creative blocks and unleashing a torrent of great ideas-updated for a new generation of problem solvers... James Adams's unique approach to generating ideas and solving problems has captivated, inspired, and guided thousands of people from all walks of life. Now, twenty-five years after its original publication, Conceptual Blockbusting has never been more relevant, powerful, or fresh.

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Conceptual Blockbusting []

The "Conceptual Blockbusting: A Guide to Better Ideas" is a very helpful book with expanding our abilities to think creatively. James L. Adams is the author of this enlightening book.

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Conceptual Blockbusting: A Guide to Better Ideas. I wish I had read this book 20 years ago! A very easy book to read that captivated me with its common-sense approach to finding solutions to challengens by approaching the issue from different perspectives.

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Identify "Conceptual blocks" You will start to realize all the conceptual "blocks" that are obstructing on your ideas. These include perceptual blocks like stereotyping, delimiting the problem too closely, inability to see the problem from various viewpoints. They include emotional blocks like the fear of taking a risk, no appetite for chaos.

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Completely revised and updated with the latest cognitive science and addressing new subjects such as changes in technology, creativity in large groups, and sustaining creativity over time, Conceptual Blockbustingwill introduce a new generation of readers to a world of new possibilities.

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