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**Creative Thinkering:  
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Creative Thinkering:  
Putting Your  
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Michael Michalko.

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...

“In Creative  
Thinkering, we learn  
how to tease creativity  
out of life through the  
power of intention,  
letting the  
subconscious do the

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rest. The book includes ample exercises, techniques, and puzzles, and is full of ways to engage your brain, a suitable pursuit for anyone who wants to have a little more fun with life — or to avoid senility.

**Creative Thinking:  
Putting Your  
Imagination to Work  
by ...**

Through step-by-step exercises, illustrated

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strategies, and inspiring real-world examples, Creative Thinkering will show you how to synthesize dissimilar subjects, think paradoxically, and enlist the help of your subconscious mind. You'll liberate your thinking and literally expand your imagination.

**CREATIVE  
THINKERING - New  
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*Page 11/25*

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Michael Michalko

Limited preview - 2011.

Common terms and  
phrases. artist asked  
become behavior brain

cards cemex colors  
combine company's  
conceptual blending

connections create  
creative thinker

discover dissimilar  
subjects Einstein

employees energy

engineers essence

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example eyes feel fire

Your Imagination

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**Creative Thinking:  
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...

'A gym for your genius  
and a playground for  
practicing creative  
problem solving,  
Creative Thinking is  
equipped with  
innovative exercises to  
strengthen your  
intuition. Michael  
Michalko's mind-

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Thinking Putting

bending tips and techniques invite fresh perspectives that lead to remarkable results.'

- Jennifer Lee, author of  
The Right-Brain  
Business Plan

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...

Creative Thinking by  
creativity expert  
Michael Michalko is  
divided in two distinct  
sections. The first,

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“Creative Thinking,”  
focuses on techniques  
and thought

experiments geniuses  
use when pondering  
complex problems. By  
sharing these stories  
and insights, Michalko  
teaches readers how to  
change their thinking,  
perspective and  
results.

**Putting Your  
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Creative Thinking:

Putting Your

*Page 15/25*

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eBook: Michalko,

Michael:

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**Creative Thinking:  
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...

I hope you employ the  
genius found in  
Creative Thinking  
and carve out a new  
way of thinking and  
living that will bring  
you the fulfillment



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those methods have brought me." -- Terry Stickels, puzzle writer and columnist "In Creative Thinking , we learn how to tease creativity out of life through the power of intention, letting the subconscious do the rest.

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...

Creative Thinking:

*Page 17/25*

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Thinking Putting

Putting Your

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Available on Amazon.

Here are some terrific

examples of

connecting diverse

stimuli to generate

creative ideas:

Excerpted from

“Creative Thinking:

Putting Your

Imagination to Work”

by Michael Michalko,

New World Library,

2011. The human

brain cannot

deliberately

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concentrate on two separate objects or ideas, no matter how dissimilar, no matter how remote, without eventually forming a connection between them.

## **How to put your imagination to work to spark creative ideas**

Creative thinking : putting your imagination to work.

[Michael Michalko] --

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Thinkering Putting

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Shows readers how to liberate thinking and expand imagination by learning to synthesize dissimilar subjects, think paradoxically, and enlist the help of the subconscious mind.

**Creative thinkering :  
putting your  
imagination to work**

...

Within Creative Thinkering, you will find real stories and thought experiments

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Thinkering: Putting

that capture the  
essence of creativity.

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Thinkering: Putting

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Work and begin to

apply it immediately.

Your professional and

personal life will be

opened to new and

unimagined

possibilities.

**READER REVIEWS OF**

**CREATIVE**

**THINKERING BY**

**MICHAEL MICHALCO**

*Page 21/25*

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**Creative Thinkering:  
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Instead of excluding possibilities, creators consider all possibilities, both real and imagined. Creators interpret experiences for themselves and disregard the interpretations of past thinkers. Creators learn how to look at things in different ways and use different ways of thinking.

**An Interview with**  
*Page 23/25*

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Thinking: Putting

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**Michael Michalko  
about his book...**

Michael Michalko is the author of Creative Thinking: Putting Your Imagination to Work, Thinkertoys, Cracking Creativity, and ThinkPak. While an army officer, he organized a team of NATO intelligence specialists and international academics to find the best inventive thinking method.



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