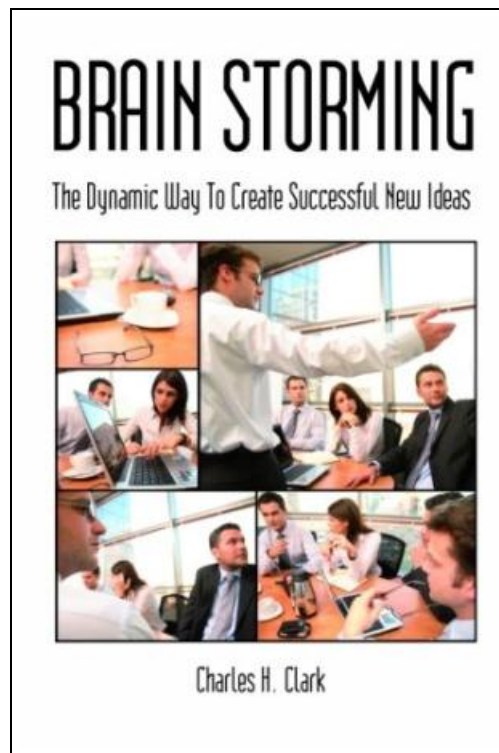


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Reviews

Complete guide! Its such a excellent read through. It is full of wisdom and knowledge I am very happy to inform you that here is the very best pdf i have got study inside my very own daily life and might be he very best pdf for possibly.
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Createspace, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.I can think of no finer way to enrich a person s life than to stimulate him to a greater use of his creative talents. The ability to be creative, in which the techniques of brain-storming play such an important part, is largely a state of mind. It is a state of mind that we all can cultivate. As a business manager, I have been especially interested in stimulating ideas for two reasons: to benefit the business itself and to help the people who work in that business. In our organization we have had quite a bit of experience with this subject. And I can say that these techniques not only work on specific problems. They also help to broaden a person s outlook on life, to open his whole personality to the idea concept and to encourage a constant, fresh eagerness about all the problems of daily living. Although my comments are being made from a businessman s point of view, I think it is evident that they apply quite generally to all people. Any company or organization that makes and sells products in competition will prosper only as it develops new ideas. This is basic to growth and improvement. To fulfill this objective, the organization must have creative people on all its important areas, such as engineering, manufacturing, sales, and personnel. And it must have good management in seeing that the best results are obtained from those creative people in all those areas. Yet, whether one s business is large or small, there are some dilemmas in which the manager finds himself. For instance, a very small business, desiring to grow, may find the problem of developing new ideas a difficult...

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