



QuerDenken: Tools und Techniken für kreative Kicks (German Edition)

Günther Emlein, Wolfgang A. Kasper

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Schweine können nicht fliegen und Sie sind nicht kreativ? Irrtum! Denn dieses Buch räumt mit dem weit verbreiteten Aberglauben auf, dass Kreativität ein Luxus ist, den sich nur wenige leisten können.

QuerDenken lockert eingefahrene Denkstrukturen und bringt frischen Wind in Ihren Kopf: Lernen Sie "Frau/Herrn Kreativität" kennen - vielleicht sogar bei einem kurzen Ausflug ins "Kreativitätsland! Springen Sie vor Freude im "Kreativitäts-Viereck", oder ist es wieder einmal an der Zeit für einen "Tapetenwechsel"?

Dieses Buch präsentiert einfach anwendbare Tools und Techniken, mit denen Einzelne, Teams oder ganze Organisationen zu kreativen Höhenflügen abheben können. Ob privat oder im Berufsleben: Die kreative Toolbox hat für jede Situation und Fragestellung das geeignete Handwerkszeug parat, das Ihrer Kreativität fix auf die Sprünge hilft - QuerDenken verleiht Flügel!



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