



How to Create New Ideas: A Comprehensive Course in the Art and Science of Creative Thinking

By Jack W Taylor

Createspace, United States, 2011. Paperback. Book Condition: New. 216 x 137 mm. Language: English . Brand New Book ***** Print on Demand *****.What s this book all about? Look around you. What do you see? Metal, wood, plastics, paper, paint? Look around again, from a different vantage point. What do you see this time? Machines, buildings, tools, books, pictures? Once more. look again, from still another point. Now what do you see? Ideas! Ideas that transformed old, familiar things into new things, new things of utility, safety, beauty; ideas that produced greater efficiency, pleasure, security, comfort, spirituality, leisure, health. The day that you have fixed the regular habit of looking at things in this third fashion will be the day that you have really begun to be a highly creative person. In truth, this Third Look is very nearly a definition of Creative Thinking. If you would like a more formal definition, here is the one that I prefer: Creative Thinking is the development of new ideas which will satisfy some expressed or implied need of mankind. That s what this is all about. Who? Me? Well, that leaves me out. Why, I could never write a Crime and Punishment,...



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