

Un libro que devuelve la rigurosidad a la creatividad, lleno de ejemplos reales de casos disruptivos. Mucho se habla de creatividad e innovacion en las empresas, pero pocos tienen un sistema reiteradamente probado y que funciona. Este es un libro lleno de ejemplos y anécdotas sobre casos reales y una narración sobre la concepción y la evolución que ha tenido el sistema utilizado por los autores en empresas de distintos ámbitos sectoriales y geográficos. / Want a truly creative organization? Then think Inside the Box. The traditional view says that creativity is unstructured and doesn't follow rules or patterns. That you need to think outside the box to be truly original and innovative. That you should start with a problem and then brainstorm ideas without restraint until you find a solution.

The Divine Science: Eternal Techniques of Authentic Mysticism, Essentials of Personality Disorder (09) by Oldham, John M - Skodol, Andrew E - Bender, Donna S [Paperback (2009)], How to Treat Lupus Naturally: Natural Treatment for Our Immune System., The One that Got Away: My SAS Mission behind Enemy Lines, McCall's Cooking School Recipe Card: Meat 3 - Pot Roast Of Lamb (Replacement McCall's Recipe or Recipe Card For 3-Ring Binders), Treatment of Borderline Personality Disorder: A Guide to Evidence-Based Practice, Heralds of New Light, Proceedings: Before a Joint Special Committee of the Massachusetts Legislature, Upon the Petition of the City of Boston, for Leave to Introduce a ... That City, From Long Pond (Classic Reprint),

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