



The Accidental Creative: How to Be Brilliant at a Moment's Notice

Todd Henry

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Many of us assume that our creative process is beyond our ability to influence, and pay attention to it only when it isn't working properly. For the most part, we go about our daily tasks and everything just "works." Until it doesn't. Adding to this lack of understanding is the rapidly accelerating pace of work. Each day we are face escalating expectations and a continual squeeze to do more with less. We are asked to produce an ever-increasing amount of brilliance in an ever-shrinking amount of time. There is an unspoken (or spoken!) expectation that we'll be accessible 24/7, and as a result we frequently feel like we're "always on." Now business creativity expert Todd Henry explains how to unleash your creative potential. Whether you're a creative by trade or an "accidental creative," this book will help you quickly and effectively integrate new ideas into your daily life.



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