



Idea-Links: The New Creativity

Jim Link

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You don't have to dress like an artist, draw like a designer, or endure uncomfortably silly games to become more creative. But you do have to look at creativity in a dramatically different way. *Idea-Links* challenges the conventional wisdom around creativity, replacing it with a new way of thinking that's both surprising and simple. Creativity is not a latent ability unleashed through wackiness or play. It's a skill. And like any other skill, creativity is built by learning and applying the right disciplines.

The key to building greater creativity? Making idea-links--the hidden idea-making elements that have always been there--responsible for the seemingly random aha moments once attributed to serendipity. The more idea-links you make, the more creative you become.

Thanks to the clear and friendly guidance of *Idea-Links*, greater creativity is now an achievable goal controlled by you, not by some guy in a rainbow wig. So open the book and let's get started!

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