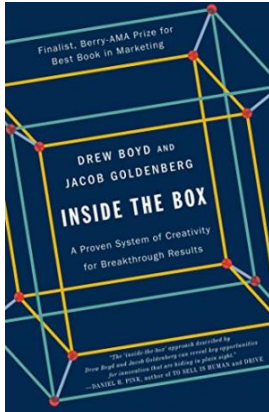


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## INSIDE THE BOX: A PROVEN SYSTEM OF CREATIVITY FOR BREAKTHROUGH RESULTS



Simon & Schuster. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.5in. x 5.7in. x 0.9in. The inside-the-box approach can reveal key opportunities for innovation that are hiding in plain sight (Daniel H. Pink, author of Drive). The traditional attitude toward creativity in the American business world is to think outside the box to brainstorm without restraint in hopes of coming up with a breakthrough idea, often in moments of crisis. Sometimes it works, but its a problem-specific solution that does nothing...

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