



Cracking the Creativity Code: Zoom in/Zoom out/Zoom in Framework for Creativity, Fun, and Success

Arie Ruttenberg, Shlomo Maital

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Creativity is an acquired skill, one that improves with practice. *Cracking the Creativity Code* shows you how!



This book provides a proven method for generating world-changing ideas. It empowers individuals who have given up on their innate creativity, who believe that they have lost their creative powers through years of disuse.

In a light, entertaining style, the authors describe their unique, structured approach to creativity. To bring the reader closer to this lost art, the authors present a ‘Zoom in, Zoom out, Zoom in’ technique to make ‘creation’ more accessible to everyone.

Reinvigorate your personal creativity machines—once turned on, it will generate an unending stream of novel ideas that can change the world.

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