

Book Of Ideas A Journal Of Creative Direction And Graphic Design Volume 1

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Creativity requires fluency (large amounts of ideas), flexibility of ideas (range of ideas) and originality. It is important to not focus on practically when generating ideas. Doing so would impede the flow of ideas and impractical ideas often point toward more practical options.

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Since there are 6 ways to get 7 and two ways to get 11, the answer is $6 + 2 = 8$. Though this principle is simple, it is easy to forget the requirement that the two sets be 12 Chapter 1 Fundamentals

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not and hence profitability can be used as the primary measure of organizational success.

1. Groups have more information than a single individual. Groups have a greater well of resources to tap and more information available because of the variety of backgrounds and experiences. 2. Groups stimulate creativity. In regard to problem solving, the old adage can ...

extent of this success. The challenge is to design a process for successful product innovation - a process whereby new product projects can move quickly and effectively from the idea stage to a successful launch and beyond. 2.2 Metrics A metric tracks performance and allows a firm to measure the impact of process improvement over time.

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