

Brain Storm: Tap Into Your Creativity to Generate Awesome Ideas and Remarkable Results

Jason R. Rich

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Business people, entrepreneurs, artists, entertainers, parents, students, teachers, and people from all walks of life can improve their lives by learning how to brainstorm. Successfully implementing an idea is what generates success and results, whether it's a business or personal challenge. Here is a fun, easy-to-read, upbeat book designed to help people boost creativity by learning how to brainstorm and transform their best ideas into reality. Starting with the basics, this book discusses the anatomy of ideas and how they're generated. Focusing on various brainstorming techniques, it offers step-by-step directions for using these techniques as an individual or in a group situation. It helps readers analyze their ideas, pick out the best ones, and implement those ideas to produce positive and measurable results. This book also features in-depth interviews and profiles of a handful of well known people whose brainstorming skills have led them to incredible success.



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