



Creativity Rising Creative Thinking and Creative Problem Solving in the 21st Century

By Gerard J. Puccio, Marie Mance, Laura Barbero Switalski, Paul Reali

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The need for creativity has never been greater. In fact, we chose the title, Creativity Rising: Creative Thinking and Creative Problem Solving in the 21st Century, to reflect this belief. If we are to live healthy, productive lives in this century we must develop the mind-set and the skill set for effectively responding to and initiating change. Creativity Rising is both a why-to and how-to guide to help you create your own future. In this book we:

- explore the nature of creativity
- debunk common myths about creativity
- describe the rapid rise of change in the 21st century
- outline the time-tested Creative Problem Solving process, an approach to on-demand creativity

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