



Creativity at Work: Supercharge Your Brain and Make Your Ideas Stick

Ros Taylor

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With the latest theories on the psychology of thinking, Ros Taylor sets out the pre-requisites needed for creativity to flourish. Different organizational cultures - without a patriarchal system - can inspire and motivate; understanding your own creative style can increase confidence; assessing the risks involved in any new idea or venture can ensure effective decision making; and by using social media, you can collaborate and share your ideas with others, adding another dimension to the creative process. Unlike other titles, Creativity at Work deals with all aspects of creativity, not just how to have ideas. It encompasses the psychology behind the idea and encourages the creative confidence you need to make your ideas happen. With questionnaires, case studies from companies such as Apple and Google, and insights from some of the most creative individuals in business, Creativity at Work helps you enhance your creativity, making sure you are never stuck for an idea again.



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