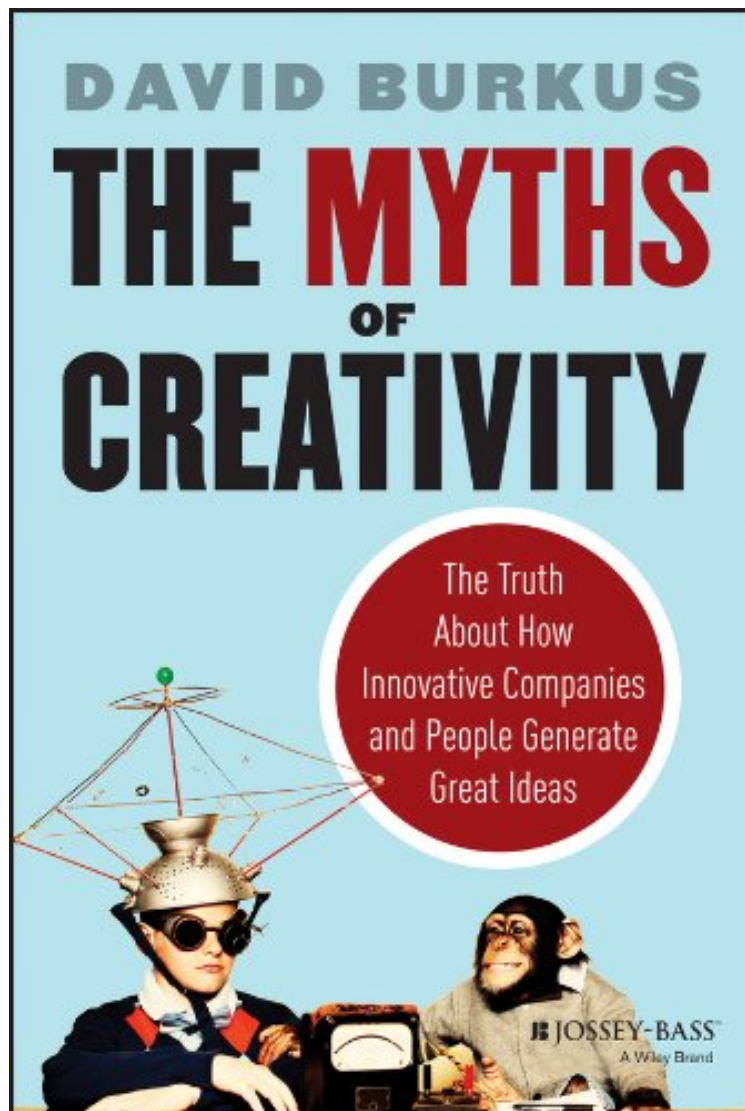


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The Myths of Creativity: The Truth About How Innovative Companies and People Generate Great Ideas

David Burkus

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David Burkus : The Myths of Creativity: The Truth About How Innovative Companies and People Generate Great Ideas before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Myths of Creativity: The Truth About How Innovative Companies and People Generate Great Ideas:

2 of 2 people found the following review helpful. Creativity made easy. By Hans Kleinschmidt David Burkus's book, The Myths of Creativity: The Truth About How Innovative Companies and People Generate Ideas has been among one of the best business books I have read this year. Throughout the book, Burkus makes an outline of the

infamous myths that we have been led to believe and then continues to deconstruct each one of them to show the inspiration behind where each of the myths came from. Most business books generally consist of either a lot of content and no story behind the content, or too much story and no content. The Myths of Creativity has a successful balance between the two, making it a very enjoyable read. The book also has a balance of scholarly data and professional writing with comfortable language and easy to read content. Throughout each chapter representing a different myth, Burkus takes a myth, tells the origins or examples that represent the myth and then issues the history and statements on why it is truly a myth. Perhaps the most intriguing part of The Myths of Creativity is seeing all of the example of people in their different times struggle for the need for innovation, and how they found their creative breakthrough in each of their lines of work. My biggest take away from this book is the realization of just how difficult society has made creativity to be, but how easy creativity and innovation can be and made accessible in every field of work and study. Burkus gives hope that even the most unimaginable and noncreative people have a shot at innovation in their line of work, education, and even how to solve problems in their daily lives. 0 of 0 people found the following review helpful. The Myths of Creativity will change your perspective about creativity. By Julie Karnuth Burkus's book, The Myths of Creativity, is a well-written, concise, and enlightening book. In his book, Burkus takes 10 different myths about creativity that our generation and the world, for that matter, have taken as truth and deconstructs and destroys their premises. Although I had never heard of the myths by name, I was familiar with the description and thought behind each myth. The majority of the myths I have dealt with during my personal creative experiences. Thus, the content was extremely applicable and relatable. The examples and methods that Burkus uses to explain the myths are clear and concise. Overall, The Myths of Creativity challenged and encouragement me about my personal creativity. It challenged me with the fact that I have no excuses for saying that I am not creative. Burkus explains that creativity is for all. One does not have to be in the arts to be creative. Creativity can be grasped in all areas including business. I was encouraged by the fact that creativity is cultivated in groups and rarely by oneself. Burkus shares that most of the popular creative genius we know of today actually had a group of peers helping and developing ideas alongside them. Burkus's book was not only an enjoyable read, but it was also enlightening. The Myths of Creativity will change your perspective about creativity. 0 of 0 people found the following review helpful. Dispels those pesky ideas that stand in many peoples' way on their path to creative genius. By T. Robinson Many people will say "I'm not creative." This idea that only some people are artistically able solve problems is not accurate. David Burkus shows the world why. There is something empowering about knowing that famous innovation comes not from a lone sole's research, but from groups' discussion, not from lightning strikes of ideas, but from years of development, and not from in the genes, but from the the applied pursuit of a needed solution. With a thoroughly sourced foundation of academic references, the Myths of Creativity shows in an entertaining fashion that the stories we've come to love about creativity have a lot more to them.

How to get past the most common myths about creativity to design truly innovative strategies We tend to think of creativity in terms reminiscent of the ancient muses: divinely-inspired, unpredictable, and bestowed upon a lucky few. But when our jobs challenge us to be creative on demand, we must develop novel, useful ideas that will keep our organizations competitive. The Myths of Creativity demystifies the processes that drive innovation. Based on the latest research into how creative individuals and firms succeed, David Burkus highlights the mistaken ideas that hold us back and shows us how anyone can embrace a practical approach, grounded in reality, to finding the best new ideas, projects, processes, and programs. Answers questions such as: What causes us to be creative in one moment and void in the next? What makes someone more or less creative than his or her peers? Where do our flashes of creative insight come from, and how can we generate more of them? Debunks 10 common myths, including: the Eureka Myth; the Lone Creator Myth; the Incentive Myth; and The Brainstorming Myth Written by David Burkus, founder of popular leadership blog LDRLB For anyone who struggles with creativity, or who makes excuses for delaying the work of innovation, The Myths of Creativity will help you overcome your obstacles to finding new ideas.

.com QA with David Burkus, author of The Myths of Creativity David Burkus