



The Big Book of Creativity Games: Quick, Fun Activities for Jumpstarting Innovation

By Robert Epstein

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In the modern economy, where most workers are knowledge workers, creativity and innovation are the most easily sustainable competitive advantages. In *The Big Book of Creativity Games*, Harvard trained psychologist Robert Epstein provides dozens of games and activities designed to stimulate creativity and generate innovation in the workplace.

Dr. Epstein describes the scientific principles of creativity that underlie the games, and how these principles can be applied to tasks like problem solving, new product development, and marketing. Timely and innovative, *The Big Book of Creativity Games* is the ideal book for managers to turn to whenever they need:

- Games that are easy to lead and fun to play
- Exercises that go far beyond standard brainstorming techniques
- Innovation jump-starters for team meetings and work groups

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Editorial Review

From the Back Cover

Behind these creativity-boosting games is more than 20 years of scientific research by one of the world's leading experts on creativity!

Did you know that:

- Group creativity techniques like brainstorming can actually inhibit creativity?
- Failure spurs creativity better than success does?
- Creativity is not an exclusively right-brained activity?

For work groups and individuals who do creative work, here is a light-hearted book of games that are based on rigorous creativity research, not just hype. Written by Robert Epstein, Editor-in-Chief of *Psychology Today* magazine and a Harvard-trained psychologist, all the exercises in this collection are based on Dr. Epstein's groundbreaking scientific research on the nature of the creative process. *The Big Book of Creativity Games* includes dozens of fast, simple games that foster and encourage creativity in the workplace and at home. The creativity games help to:

- Produce dramatically innovative work
- Convince people that they're creative
- Get a new project off the ground
- Perk up a meeting
- Overcome a creative "block"
- Use failure to spur creativity
- Make people more inventive
- And much more!

About the Author

One of the world's leading experts on human behavior, **Robert Epstein** is Editor-in-Chief of *Psychology Today* magazine, host of the magazine's nationally syndicated radio program, and University Research Professor at United States International University. He is the developer of Generativity Theory, a scientific theory of creative process, and is a contributor to the *Encyclopedia of Creativity*. He earned his Ph.D. in psychology from Harvard University in 1981. His research on creativity and problem-solving has been reported in *Time* magazine, *The New York Times*, and *Discover*, and his popular writings have appeared in *Reader's Digest*, *The Washington Post*, *Psychology Today*, *Good Housekeeping*, *Parenting*, and other magazines and newspapers.

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From reader reviews:

Billy Stinson:

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Elvis Quinlan:

This The Big Book of Creativity Games: Quick, Fun Acitivities for Jumpstarting Innovation are reliable for you who want to certainly be a successful person, why. The reason why of this The Big Book of Creativity Games: Quick, Fun Acitivities for Jumpstarting Innovation can be on the list of great books you must have is giving you more than just simple looking at food but feed you with information that maybe will shock your earlier knowledge. This book is actually handy, you can bring it just about everywhere and whenever your conditions throughout the e-book and printed versions. Beside that this The Big Book of Creativity Games: Quick, Fun Acitivities for Jumpstarting Innovation forcing you to have an enormous of experience for example rich vocabulary, giving you demo of critical thinking that could it useful in your day pastime. So , let's have it and revel in reading.

Eddie Bussell:

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