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*Our schools and  
parents teach us  
only a small  
fraction of what we  
need to learn in  
order to reach our*

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*true potential and  
achieve success.*

*The rest we must  
learn through our  
own trials and  
tribulations. 'Street  
kid' John Assaraf  
broke free from a  
troubled past to  
create a multi-  
million dollar  
empire. In Having it  
All, Assaraf tells of  
his discovery that,*

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*no matter what  
kind of difficult  
circumstances*

*someone happens  
to be in at any one  
time, he or she can  
achieve whatever  
they want in life.*

*By combining old-  
world wisdom and  
street-smart  
tactics, Assaraf  
created the life of  
his dreams. He*

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*shares his method  
here.*

*A deliberate  
systematic  
approach to  
creativity on  
demand.*

*Some of the  
smartest, most  
successful people  
in the country  
didn't finish  
college. None of  
them learned their*

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*most critical skills  
at an institution of  
higher education.  
And like them,  
most of what you'll  
need to learn to be  
successful you'll  
have to learn on  
your own, outside  
of school. Michael  
Ellsberg set out to  
fill in the missing  
pieces by  
interviewing a wide*

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*range of  
millionaires and  
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book is your guide  
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practical success  
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network, make  
your work  
meaningful (and  
your meaning  
work), build the  
brand of you, and  
more. Learning  
these skills is a  
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fulfilling lives will  
rely heavily on  
creativity  
andinnovation. Keith  
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research of  
the creative journey,  
exceptional

creators, creative  
abilities, and world-  
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increasing anyone's  
creative potential.

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surprising secrets of highly creative people (such as learning to ask better questions when faced with a problem), demonstrates how to come up with better ideas, and explains how to carry those ideas to fruition most

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effectively. This science-backed, step-by-step method can maximize our creative potential in any sphere of life. Offers a proven method for developing new ideas and creative problem-solving no matter what your profession Includes

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method, 30  
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pianist, and author  
Keith Sawyer  
studied with world-  
famous creativity

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Sawyer's book

offers a wealth of  
easy to apply  
strategies and ideas  
for anyone who  
wants to tap into  
their creative power.  
If you want to be the  
best, focus on your  
most valuable asset:  
the power of your

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creative mind As  
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competition and the  
pace of change  
intensify, companies  
and individuals need  
to harness their  
creativity to stay  
ahead of the field.  
Under pressure,  
people often think  
they can't be  
creative; many more  
are convinced they

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are not creative at all because they have never been

'arty'. Creative genius Edward de Bono debunks these common notions in this remarkable book. He shows how creativity is a learnable skill - one that everyone can use to improve their

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performance. He then explains how you can unlock your own creativity to reap the personal and professional rewards it will bring. Learn how to: be creative on demand with de Bono's step-by-step approach add value to ideas and turn them into

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financial assets  
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movement who shows women how to cultivate the single skill they really need in order to thrive: the ability to let go. Once the poster girl for doing it all, after she had her first child, Tiffany Dufu struggled to accomplish

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everything she  
thought she needed  
to in order to

succeed. Like so  
many driven and  
talented women  
who have been  
brought up to  
believe that to have  
it all, they must do it  
all, Dufu began to  
feel that achieving  
her career and

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personal goals was  
an impossibility.

Eventually, she  
discovered the  
solution: letting go.  
In Drop the Ball,  
Dufu recounts how  
she learned to  
reevaluate  
expectations, shrink  
her to-do list, and  
meaningfully  
engage the

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assistance of others—freeing the space she needed to flourish at work and to develop deeper, more meaningful relationships at home. Even though women are half the workforce, they still represent only eighteen per cent of

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the highest level leaders. The reasons are obvious: just as women reach middle management they are also starting families. Mounting responsibilities at work and home leave them with no bandwidth to do

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what will most lead  
to their success.

Offering new  
perspective on why  
the women's  
leadership  
movement has  
stalled, and packed  
with actionable  
advice, Tiffany  
Dufu's Drop the  
Ball urges women to  
embrace

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imperfection, to expect less of themselves and more from others—only then can they focus on what they truly care about, devote the necessary energy to achieving their real goals, and create the type of rich, rewarding life we all

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desire.

When BIC, manufacturer of disposable ballpoint pens, wanted to grow, it looked for an idea beyond introducing new sizes and ink colors. Someone suggested lighters. LIGHTERS? With an idea that seemed



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crazy at first, that  
bright executive,  
instead of seeing

BIC as a pen  
company—a  
business in the PEN  
“box”—figured out  
that there was  
growth to be found  
in the DISPOSABLE  
“box.” And he was  
right. Now there are  
disposable BIC

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lighters, razors,  
even phones. The  
company opened its  
door to a host of  
opportunities. IT  
INVENTED A NEW  
BOX. Your business  
can, too. And simply  
thinking "out of the  
box" is not the  
answer. True  
ingenuity needs  
structure, hard

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analysis, and bold  
brainstorming. It  
needs to start

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creativity from two  
strategic innovation  
experts from The  
Boston Consulting  
Group (BCG). To

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make sense of the world, we all rely on assumptions, on models—on what Luc de Brabandere and Alan Iny call “boxes.” If we are unaware of our boxes, they can blind us to risks and opportunities. This innovative book challenges

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everything you  
thought you knew  
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creativity by  
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herself.” —Blogcritics  
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read for people  
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officer, Lockheed  
Martin "Thinking In  
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discusses what I  
believe to be one of  
the fundamental  
shifts all

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companies/brands need to be thinking about: how to think creatively, in order to innovate and differentiate our brands. We need to thrive and lead in a world of accelerating change and this book challenges us to even greater

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our ability to influence, and pay attention to it only when it isn't working properly. For the most part, we go about our daily tasks and everything just "works." Until it doesn't. Adding to this lack of understanding is the

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rapidly accelerating  
pace of work. Each  
day we are face  
escalating  
expectations and a  
continual squeeze to  
do more with less.  
We are asked to  
produce an ever-  
increasing amount of  
brilliance in an ever-  
shrinking amount of



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innovation."--Don  
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great."--John Seely  
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"Methodically and  
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dismantling the  
cliches that surround  
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innovation."--Scott  
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Dreaming in Code;  
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author of The  
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historical examples,  
Berkun's book not  
only debunks widely  
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innovation, it also  
points the ways  
toward making your  
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stick."--Tom Kelley,  
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someone who uses  
his creativity to help  
his company or  
country succeed?

Different cultures  
have different  
perspectives on what  
it means to be  
creative, yet it is  
nearly always the  
American or  
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innovation:  
individual,  
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Once innovators  
and other  
leaders  
understand**

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constraints are  
working against  
them and how  
to overcome  
them, they can  
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conditions that  
foster  
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