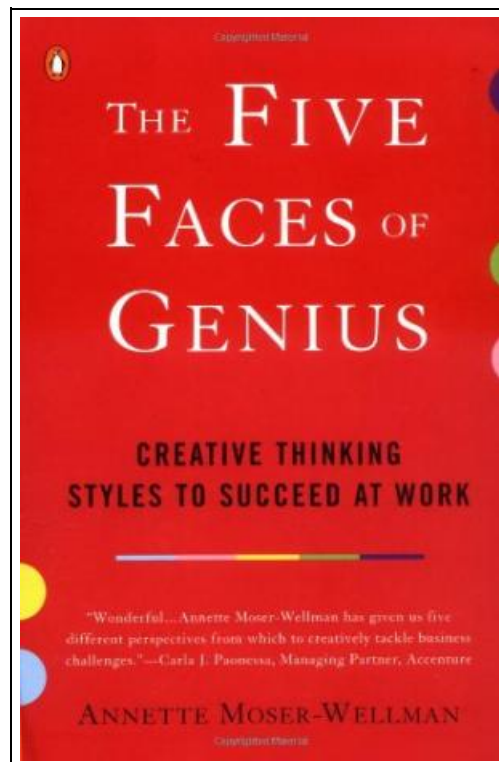


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Penguin Books Australia, Australia, 2002. Paperback. Book Condition: New. Reissue. 212 x 138 mm. Language: English . Brand New Book. What do Wolfgang Amadeus Mozart, Leonardo da Vinci, and Ray Kroc, the man who created the McDonald s franchise enterprise, have in common? They have all mastered the skills of creative genius-essential tools in today s business climate. Having researched the lives and techniques of past and present geniuses for this inspiring and provocative new handbook, Annette Moser-Wellman helps workers at all levels build and refine their working styles. These qualities of creativity-drawn from the the realms of art, science, as well as business-make up the five distinct faces : Seer-the power to image Observer-the power to notice details Alchemist-the power to make connections Fool-the power to celebrate weakness Sage-the power to simplify Moser-Wellman shows how we can utilize these creative thinking strategies and flourish in the workplace.



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