



A Joosr Guide to... Creativity, Inc by Ed Catmull: Overcoming the Unseen Forces That Stand in the Way of True Inspiration

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Your creativity is a precious resource. If you protect it, it'll thrive. But neglect it, and you'll find your creative process grinding to a halt. Discover what tactics Pixar implement to preserve their celebrated imagination!

Every creative person has felt completely stuck from time to time. Ideas dry up, designs don't look like they should, and creative energy runs low. So, how can a person stay creative? How do you fight past the distractions and impediments and let the creative juices flow again? Pixar Animation Studios president Ed Catmull has the answers in *Creativity Inc.*, an in-depth look at the history of the studio known for its boundless creativity and groundbreaking innovation.

You will learn:

- How to find hidden problems that are getting in the way of your creativity
- How candor differs from honesty, and what important role it plays in the creative process
- Why the right environment breeds creativity, whilst the wrong culture stifles it.

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