



Kreativitätstechniken: In 10 Schritten Ideen finden, bewerten, umsetzen (Whitebooks) (German Edition)

Jiri Scherer

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Muss man kreativ sein, um Ideen zu entwickeln? Keineswegs! Kreativität und kreative Techniken sind lern- und trainierbar. Mit der Fülle der in diesem Buch vorgestellten Kreativitätstechniken lassen sich Ideen nicht nur spielerisch finden, sondern anschließend auch bewerten und umsetzen. Die klare Anordnung der Techniken folgt einer einfachen Logik, die durch Farben und Symbole unterstützt wird. So werden Sie spielerisch durch den Prozess der Ideengewinnung und -auswahl geleitet und können alleine oder mit einem Team Kreativitätprozesse strukturiert durchlaufen.

Das Buch vermittelt Ihnen

- 55 Techniken mit Kurzanleitung und Beispielen
- ein leicht nachvollziehbares System, um Ideen zu finden und zu bewerten
- einen praktischen Werkzeugkoffer für kreative Prozesse in Beruf und Ausbildung.

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