



# The Riddle: Where Ideas Come from and How to Have Better Ones

By Andrew Razeghi

Times Group Books, New Delhi, India, 2009. Softcover. Book Condition: New. First Edition. Innovators are much admired but little understood in the business world. More and more, as information becomes readily available to everyone around the world through technology, it's what you do with that information that will set you apart. The question is, "How do you turn that information into innovative ideas?" Science has shown that it's possible to create conditions under which the mind is more prepared to have insights, or "Aha! moments." Andrew Razeghi explores this concept and shows how leaders and managers can foster creativity and make "Aha! moments" routine practice among their teams. Combining the latest scientific research, interviews with current innovators, and studies of history's most famously creative minds, he dissects the process of innovation and presents a practical approach which can help any individual or organization get ahead of the competition. Printed Pages: 256.



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