



Ed Catmull

Creativity Inc.

'The unpredictable is the ground on which creativity occurs'

After the book *Ogilvy on Advertising*, I have not read any book that gives such clear Guiding Principles to establish, improve and sustain a Creative Culture. The book Creativity Inc. is for everybody who wants to work in an environment that fosters creativity and problem solving. The author shares his 40 years of Leadership experience, overcoming the unseen forces that stand in the way of true inspiration and thus undermines creativity. He articulates *Guiding Principles*, how to behave and act in a company that thrives on generating ideas and problem solving. Principles that keep a fertile environment healthy and watching what can undermine it.

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The Global Reading Club also recommends:



1 + 1 = 3

The ability to make new combinations depends on our ability to see relationships. That is what makes some people more creative than others. They are better at spotting those connections. Better at recognizing possible relationships. A true creative wants to be a know-it-all person. The more varied the input, the more unexpected the combinations, the more creative the ideas...

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