

Recommended by Rory Sutherland and Henk Nieuwenhuis



Read & edited by: Victoria Kahveciyan | Ogilvy Amsterdam

The Creative Act: A way of belonging

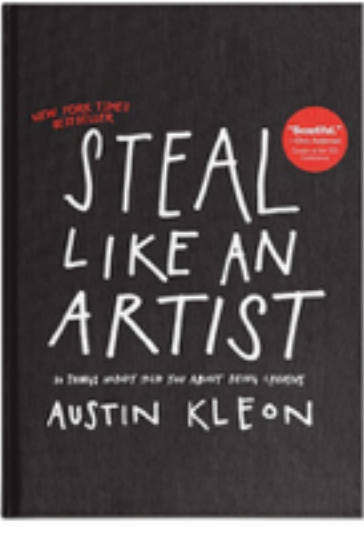
Creativity is for everybody

Rick Rubin, the author of the book, gives us reasons to believe that creativity is for everybody. *The Creative Act* illuminates the path to creativity, as a road we can all travel. Being a creative person isn't about your specific output, it's about your relationship to the world. Creativity is a fundamental aspect of being human. To create is to bring something into existence that wasn't there before. It is a way of being in the world. We must observe the world around us and pick up ideas and bring them to life.

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The Global Reading Club also recommends:



Steal Like an Artist

10 Things Nobody Told You About Being Creative

The author of *Steal Like an Artist* followed and studied several well-known people and artists how they got their ideas. He asked them or found out where they got their ideas from. The honest answer was 'I steal them'. Kleon believes that ideas apply to anyone who's trying to inject some creativity into their life and their work. He states that stealing is fine, but only the stuff that is worth stealing. 'Steal, but steal from the best' was one of David Ogilvy's advice.

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