



Creative Change: Why We Resist It. How We Can Embrace It (Paperback)

By Jennifer Mueller

HOUGHTON MIFFLIN, United States, 2018. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Mueller s research also reveals that it s not just CEOs but educators, parents, and other social trendsetters who struggle to accept new and creative ideas. Mueller parses the tough questions that these findings raise. Could people have an inherent prejudice against creative ideas? Could the mindset we use to evaluate ideas turn this prejudice on or off? Mueller describes how to shift your mindset to better recognise creative opportunity, and she provides counter intuitive recommendations to help people embrace the creative ideas they want.



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