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Título: The Ultimate Book Of Business Creativity: 50 Great Thinking Tools For Transformi

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You might want to read every book, hire every consultant and attend every conference. But you know you can't. So how else can you harness all these great ideas and put them to work in your business?

The Ultimate Book of Business Creativity brings together for the first time all the most valuable tools for generating breakthrough ideas - free from consultant's hype. From brainstorming and brainwriting to Mind Mapping and story-boarding, every page of The Ultimate Book of Business Creativity will inspire you to think about your business in a radically different way.