



# A User Guide to the Creative Mind

Dave Birss

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Creativity is surrounded by such mystique. It seemed so magical to the ancient Greeks that they attributed the moment of inspiration to muses rather than people. This book exposes creativity as a process. It shows that there are certain steps you need to follow before you can be struck by that moment of creative genius. It shows you how to get your mind into the right place to come up with ideas. And it gives you some techniques to help you approach problems in different ways. Here's what the experts say: "Dave Birss has nailed the art of writing a book about creativity. This book fuses his immense wisdom and his playful storytelling nature. Buy it. Read it. Practise it. Share it." Marc Lewis,



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