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Everyday Creativity by DeWitt Jones (available at many AEAs)

The Nine Key Concepts of Creativity



1. Creativity is the ability to look at the ordinary and see the extraordinary.
2. Every act can be a creative one.
3. Creativity is a matter of perspective.
4. There's always more than one right answer.
5. Reframe problems into opportunities.
6. Don't be afraid to make mistakes.
7. Break the pattern.
8. Train your technique.
9. You've got to really care.