



Creatividad. La empresa de tu vida (Empresa (plataforma)) (Spanish Edition)

Susanna Cros

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Estamos ante un libro práctico y analítico sobre la creatividad y sus consecuencias. Ante un viaje por el proceso creativo, desde la primera chispa hasta la elaboración y ejecución de un proyecto.

Sus autores defienden la creatividad como un elemento transformador de la sociedad. Se trata de actuar para crear y crear para actuar, pues para tener ideas debemos empezar por movilizarnos, es decir, por trabajar para generar nuevos paradigmas, y después tomar la iniciativa, formular y llevar a cabo un propósito que beneficie a todo tipo de comunidad, sin importar su dimensión: la empresa, la asociación, el barrio o el centro educativo, la familia, el edificio o el grupo de amigos.

En este innovador manual encontraremos reflexiones, criterios y técnicas para potenciar la creatividad, el emprendimiento y la educación creativa, sustentados en la búsqueda práctica y teórica de los autores, para concluir que todo el mundo es creativo, que la creatividad se puede ejercitar y que se inicia con la generación de ideas, pero debe culminar con la acción.

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