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Becoming a Creative Genius {Again}

Carl Nordgren

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Becoming a Creative Genius {Again} Carl Nordgren
Becoming a Creative Genius {again} makes the case that we are all born creative and entrepreneurial geniuses, then shows you how to become the most creatively entrepreneurial version of yourself you can be. And is there a part of your life that won't improve when that happens?

Those attending Nordgren's classes and workshops comment that his content prepares them to get the most out of:

Agile software development
Design thinking
Lean start-up methodology
Corporate innovation processes

Nordgren's content, organized as The Generative Way matrix, will improve your ability to get the most out of these tools as you grow your creative capacity and develop your entrepreneurial instincts.

'Becoming a Creative Genius - Again' is a great guide for all of us to reclaim the creativity that we all had as kids before conformity, peer pressure, and following too many well-worn paths stripped it all away from us. It's still there though, and this book helps you rediscover the joy of being creative and leveraging it to bring you happiness and success. George L. Grody -Visiting Professor Duke University, Procter & Gamble (retired)

Carl Nordgren, our dad, has been one of our greatest teachers. Learning and living this work our whole lives has inspired us, challenged us, and lent imagination and success to our adventures, art, and businesses. The book provides you with a perspective that's simultaneously wise and enthusiastic, a guidebook by an experienced entrepreneur who values big ideas and the power of storytelling. Krista Anne Nordgren, designer,technologist; Brita Nordgren Wolf, artist, mama, maker; Sarah Rose Nordgren,writer, professor.

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